INTERIOR DESIGN

JULY 1957

U. S. NAUGAHYDE

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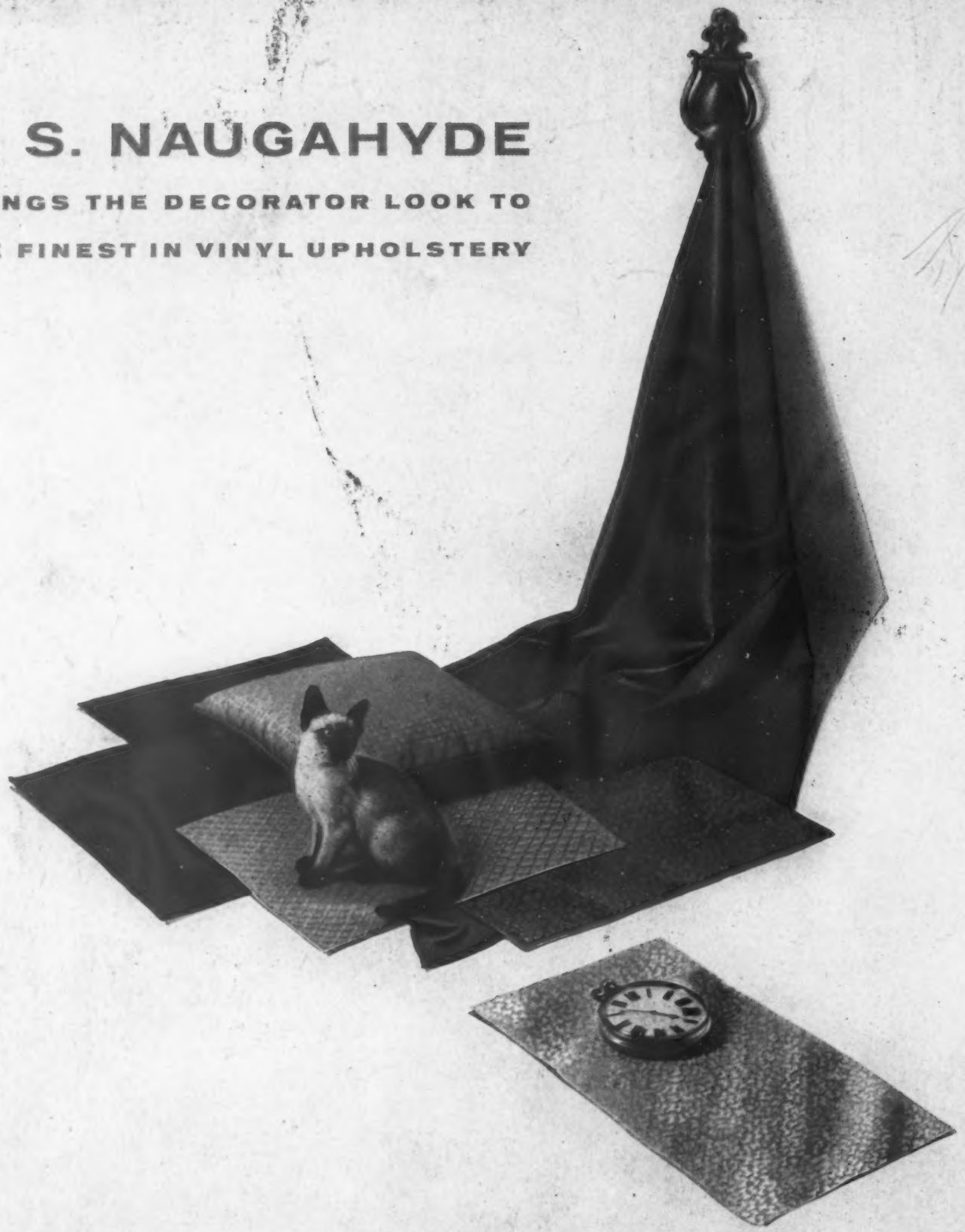

Rich and beautiful designs...dramatic, lasting color...a new kind of cat-sleek comfort are combined, as never before, in these superb new U.S. Naugahyde® vinyl fabrics. Both Elastic* U.S. Naugahyde, the all-over vinyl material, and Breathable* U.S. Naugahyde, the unique deep-dimensional vinylized fabric, are soil and stain-resistant, wipe clean with a damp cloth. Look for U.S. Naugahyde in a wide selection of patterns, textures, and colors on fine furniture at leading stores everywhere...or ask your decorator. New Breathable patterns shown: Sequin in green, Accent in blue, Flair in cantaloupe and antique white. New Elastic patterns: Juarez in cerulean blue (on cushion), Midas in deep blue, Glazed Antique in red, Dresden in beige. *Patent applied for

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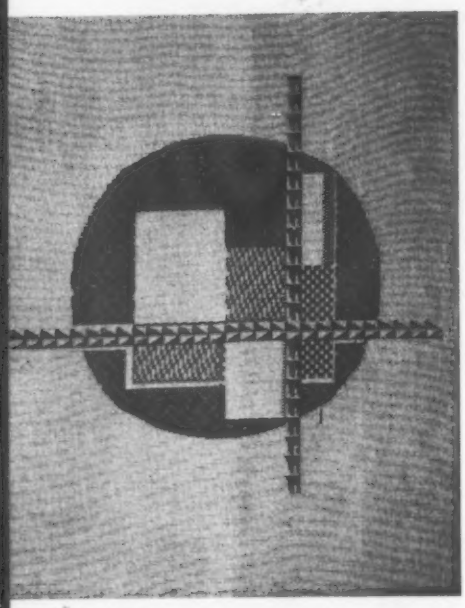
Modern Styling



"Today," all-silk damask in blue and silver.

Decorators today demand modern fabrics for modern interiors. And Scalamandrè—alert to current trends and with one of the largest textile plants in America—produces fabrics of the finest quality, giving interior decorators the best in design and fabric construction. Facilities, including 200 looms, are available for any type of fabric desired, either printed or woven, to special order. In addition there are hundreds of beautiful fabrics—in endless patterns and color combinations—carried in stock at all times.

These modern fabrics are animated by new effects of color in printing and texture in weaving, characterized by the use of man-made fibers, as well as fine silks and cottons and irregularity of yarns, indicative of a new field of fabric design for fabrics of the future—for the rooms of tomorrow.

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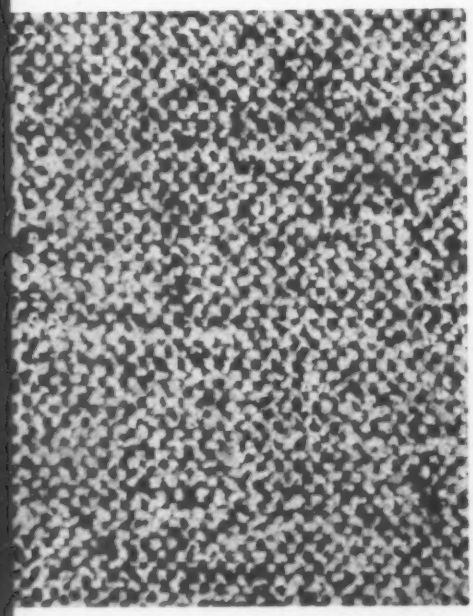
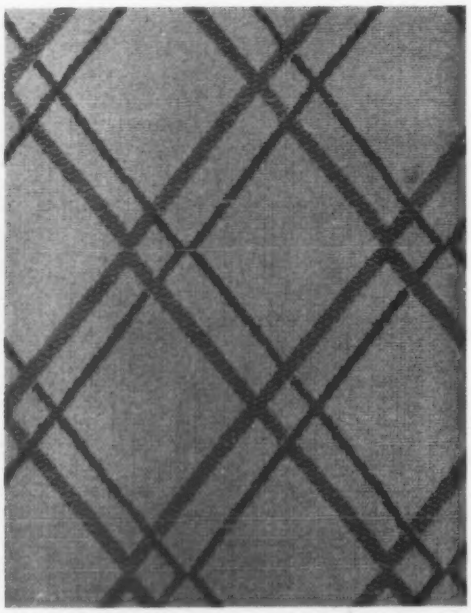
A great collection of modern fabrics is displayed in the showrooms of **Scalamandrè Silks, 63 East 52nd St., New York. Phone: Plaza 9-2070.**

Scalamandrè Silcana, our uptown showroom, is conveniently located at **15 East 57th St., New York. Phone: Plaza 3-6190.**

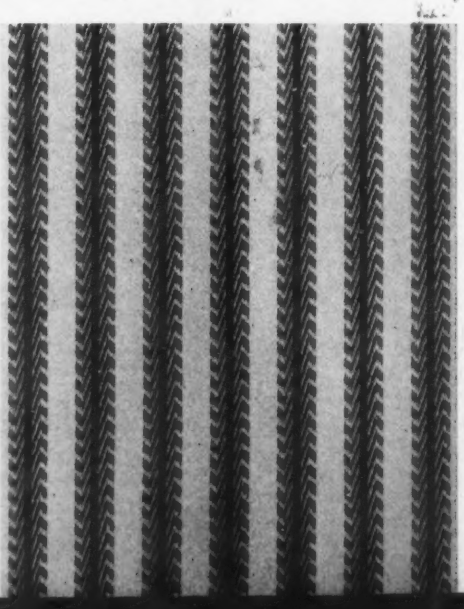


"Argonne,' silk and rayon textured fabric.



"Quilta-Via," silk and cotton, woven to color at no ext.a cost.

"Woven Stripe," black and white cotton and rayon.

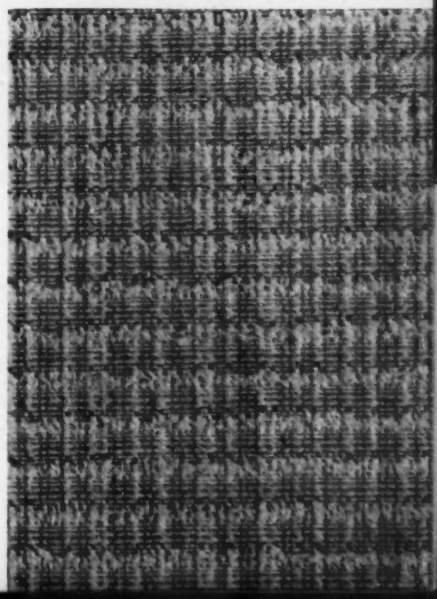


Scalamandrè Wallpapers

Scalamandrè offers additional services absolutely unique and so new and individual that they are available nowhere else! These include (1) a new line of highly styled wallpapers designed to be *coordinated* in pattern and color with the firm's fine fabrics; (2) specially printed wallpapers forming a comprehensive line of delightful new designs; and (3) fabrics specially woven to coordinate with wallpapers in the decorative scheme. Here, at last, is a useful and flexible wallpaper-fabric coordinated service at one address designed to meet the interior designer's every requirement.

Spacious living room in the best expression of contemporary styling, by Interior Designers Schneider & Garnier, Los Angeles, acquires additional interest in texture distribution and color subtlety by use of Scalamandré fabrics for upholstery.

"Fragments and Stripes," modern "sampler" printed in any desired color combination.



"Nice Texture," cotton and rayon in chenille effect with metallic gold threads.

• IMPORTANT NOTICE

Scalamandrè Silks will welcome for publication any photographs of an interior designed by you in which Scalamandrè fabrics or wallpapers appear, either in residential or contract assignments. There is, of course, no charge whatever for this service, and it will be of inestimable value to you both as publicity and as a record of your work. Address all photographs to Scalamandrè Silks, Advertising Dept., 63 East 52nd St., New York. No photographs can be returned unless requested.

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THE MENNE COMPANY
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Los Angeles 17, Calif.
Tel: MUtual 4191
Chicago Representative
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Ellis, Jackson, Co., 17 E. 54th St., N. Y. 22	MU 8-8120	124
Fine Art Wallpaper Co., Inc., 575 Madison Ave., N. Y. 22	PL 3-7513	103
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Museum Wallpapers, Inc., 9401 So. Broadway, Los Angeles 3, Calif.		28
Seeman, James, Studios, Inc., 134-12 Atlantic Ave., Richmond Hill 19, N. Y.	AX 7-1400	127
Van Luit, Albert, & Co., 4000 Chevy Chase Dr., Los Angeles 39, Calif.	CH 5-5106	46
Wallpapers, Inc., 312 10th St., Oakland, Calif.	TE 6-2985	131
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Grosh, R. L., & Sons, Scenic Studios, 4110-4122 Sunset Blvd., Hollywood 29, Calif.		20
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DIRECTORY OF

QUALITY SOURCES

INTERIOR DESIGN

JULY 1957

PURCHASING NOTES

Co-designers Henry End, A.I.D., I.D.I. and Tom Lee, A.I.D., I.D.I. unanimously selected Pompeiian as the only floor tile for the marvelous new foyer they designed for the Cocoanut Grove.

See how Robbins' POMPEIIAN tile lends magic to the famous Cocoanut Grove

Fabulous flooring is a must at the Cocoanut Grove in Los Angeles' Ambassador Hotel. Particularly at the entrance where first impressions are born. That's why Robbins' new Pompeiian marble vinyl tile was chosen.

Pompeiian's astonishing duplication of marble, its resistance to wear, its durable sheen, and its ease of maintenance make this life-time vinyl tile the obvious choice where thousands of feet pass back and forth and looks are at a premium.

Pompeiian was the unanimous choice of the two brilliant interior designers Henry End and Tom Lee who collaborated on redesigning the Cocoanut Grove. And, you'll be interested to know, Pompeiian is also available in .080 gauge, perfect for walls.

fabulous floors by

Robbins
FLOOR PRODUCTS, INC.
Tuscumbia, Alabama

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Smart interiors take on a dramatic new elegance when enriched with the timeless beauty of Grosfeld House furniture. Here are fresh, exciting originals in traditional or modern – handcrafted to perfection by Grosfeld's own skilled artisans. Designed for today – their inbred quality will endure through the years. Plan your next interior around the superb new Grosfeld collections of precious furniture. Visit our showrooms – or write for catalog.

Shown above: No. 5052B – Sideboard, No. 5041 – Table, No. K-5043 – Arm Chair, No. 5044 – Side Chair.

Now on view in our New York showrooms – an extensive import collection of 18th & 19th century porcelains, lamps, objects d'art.

Grosfeld House
FURNITURE

Manufacturers of Fine Furniture, Importers of Superb Broadlooms and Producers of 100% Viscose Carpeting.

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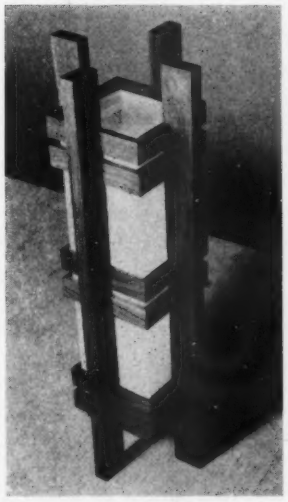
Market Spotlight

A BRIEF GUIDE TO NEW SOURCES AND PRODUCTS



Architectural Lighting

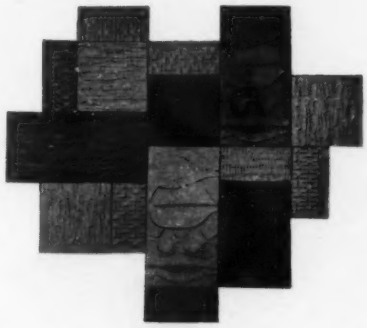
When you enter Leslie Larson's new showroom at 819 Madison Avenue, New York, where he is currently holding an exhibition of handmade lighting units in natural walnut and Fiberglas, you are at once aware of the basic unity of the man's work. For the fixtures bear a distinct affinity to the architectural surroundings also executed by the designer. The designs, startling and bold in conception, include wall mounted, hanging, table and floor models aptly entitled *Boxes, Cages* and *Column*. Top, bottom and two sides of the four light "boxes" are essentially closed, forming a container within which the light is held, with small slits and perforations in these opaque areas to allow a sprinkling of light to escape. The remaining two sides filter light through wood grillework backed by Fiberglas. The three light "cages" are open top and bottom and resemble fences guarding light. Illustrated here is the table model 16″ high by 4″ square.

Peek-a-Boo—Fabric with a Future

The virtues of *Peek-a-Boo*, the new perforated sailcloth, designed by Anton Maix, 48 East 53rd Street, New York, after extensive research, proclaim it one of the miracle fabrics of 1957. Requiring a minimum of upkeep, the fabric has been laminated to an aluminum backing which makes it a perfect insulator against extreme changes of weather and also acts as a built-in lining. The advantages do not stop here—the fabric is also pre-shrunk, resistant to stain and water, due to a fine plastic film over the face of the material, and is offered in twenty-four colors guaranteed color-fast. As drapery fabric, the perforations permit the viewer to look out while providing complete privacy, and interesting effects can be obtained by placing a patterned fabric directly behind; and because of its water-repellent qualities, we also predict its uses for outdoor living.

Ceramic Sculpture

Design-Technic's newest sculptured ceramic tiles recently introduced in their showroom, 4 East 52nd Street, New York, affords the decorator unprecedented opportunities for original expression. Designed by Mrs. Lee Rosen, the three-dimensional patterns, hand-pressed and light in weight, have been so conceived that you are the designer of the overall effect, and these effects can be amazingly variable. Tile sizes are 4½″ x 8½″, 12″ x 12″, 6″ x 12″, and 18″ x 18″, and include glazed and unglazed tiles of rough or smooth texture, with patterns either in strong relief for vigorous movement or one with a mere shadow of relief—in sharp colors gloriously reflective in light or in muted earth tones. All colors are custom. Mix them or match them to create a truly personal design.



Sculpture Reproductions

Due to the enterprising efforts of Museum Pieces Inc., 15 West 27th Street, New York, replicas of noted works of art (the originals either prohibitive in price or unavailable to the public) are offered to decorators as a modestly priced means of enriching the home. The firm borrows items from museums throughout the country, whereupon a direct copy is made. Approval from the museum must be passed upon each piece before a label of identification is issued. Covering diverse cultures ranging from Pre-Columbian art to artists of the 20th Century, the reproductions are handmade of a special composition to simulate wood, stone, bronze, marble, ivory and sandstone, duplicating all details down to the aging patina found in the originals. Shown here is *Head of a Lady*, dating back to 137 -1400, it stands 16″ high including base, and is an exact duplicate of an original limestone from Smith College Museum of Art. A fully illustrated catalogue is available by writing to the firm.

Luxury In The Bath

A leading source for bath and closet accessories is Sherle Wagner, 123 East 57th Street, New York, where luxury in linens, plumbing parts and accessories is stressed for contemporary and period installations. The newest basin sets here, complete with standard plumbing parts, handles, escutcheons and mixer spouts, are *Melon* and *Hexagon*, contemporary in design, and *Ribbon and Reed*, a classic motif of Louis XVI inspiration, reproduced in the illustration. As an extra note in luxury, these sets can be matched with tub sets in all three designs.

Continued on page 24

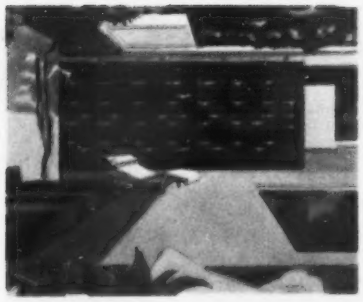
FINE FURNITURE BY

Erwin-Lambeth

"Around her sculptured mystery sweeps ..."

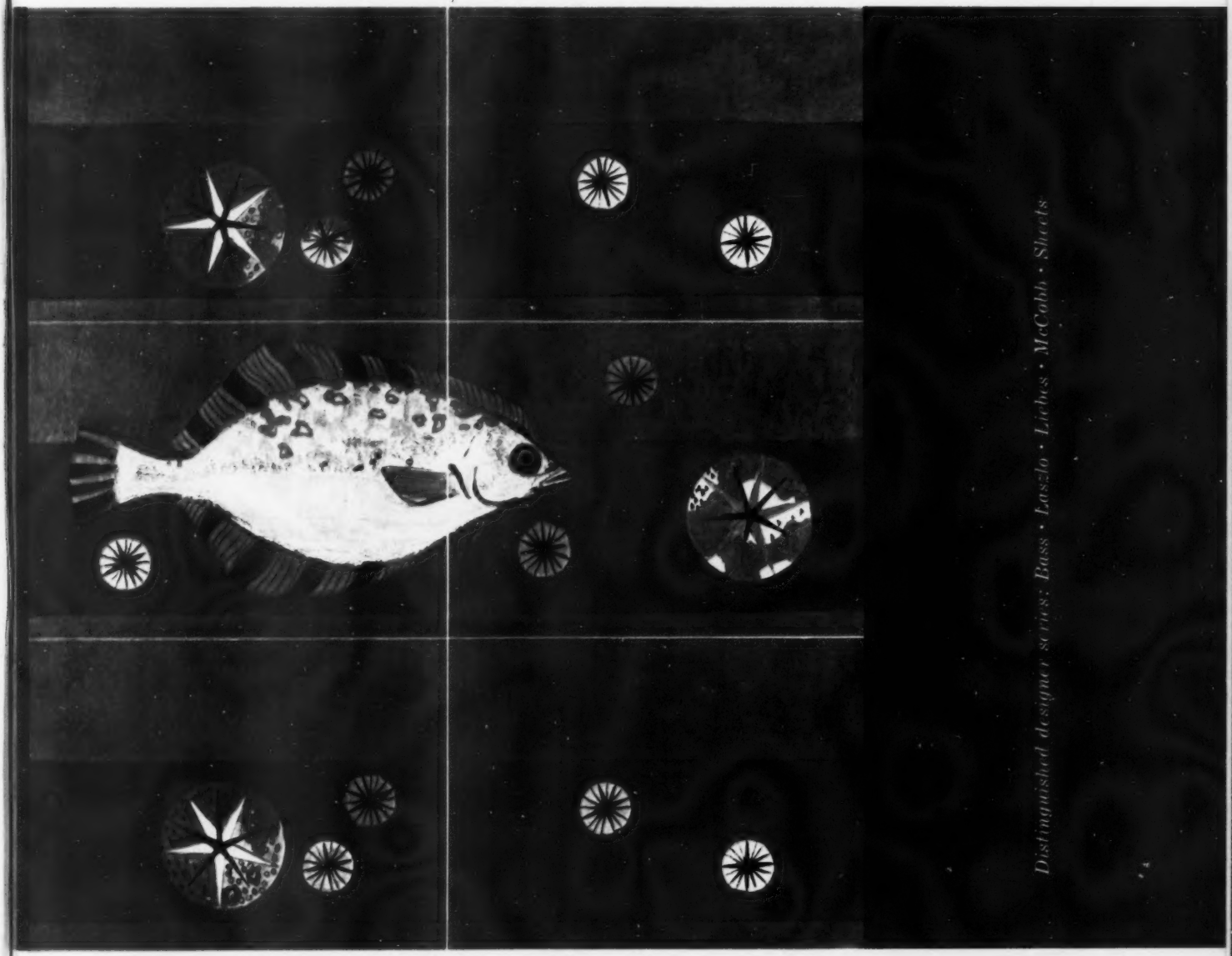
EGYPTIAN PRINCESS 1400-1300 B.C. Berlin Museum
Courtesy Alva Studios, Inc.

ERWIN-LAMBETH, INC. THOMASVILLE, N.C. CHICAGO NEW YORK



BAHAMA REEF... by Millard Sheets

Pomona Tile announces a brilliant new achievement in decorative ceramic tile... Millard Sheets' exciting Bahama Reef... the first of five new concepts in its "Distinguished Designer Series." "In creating Bahama Reef," says Mr. Sheets, "I attempted to design a highly versatile interior, exterior tile which could be applied as a continuous surface treatment or as an individual group placed at random within a tile installation." Consult your tile contractor for information or visit our convenient showrooms.



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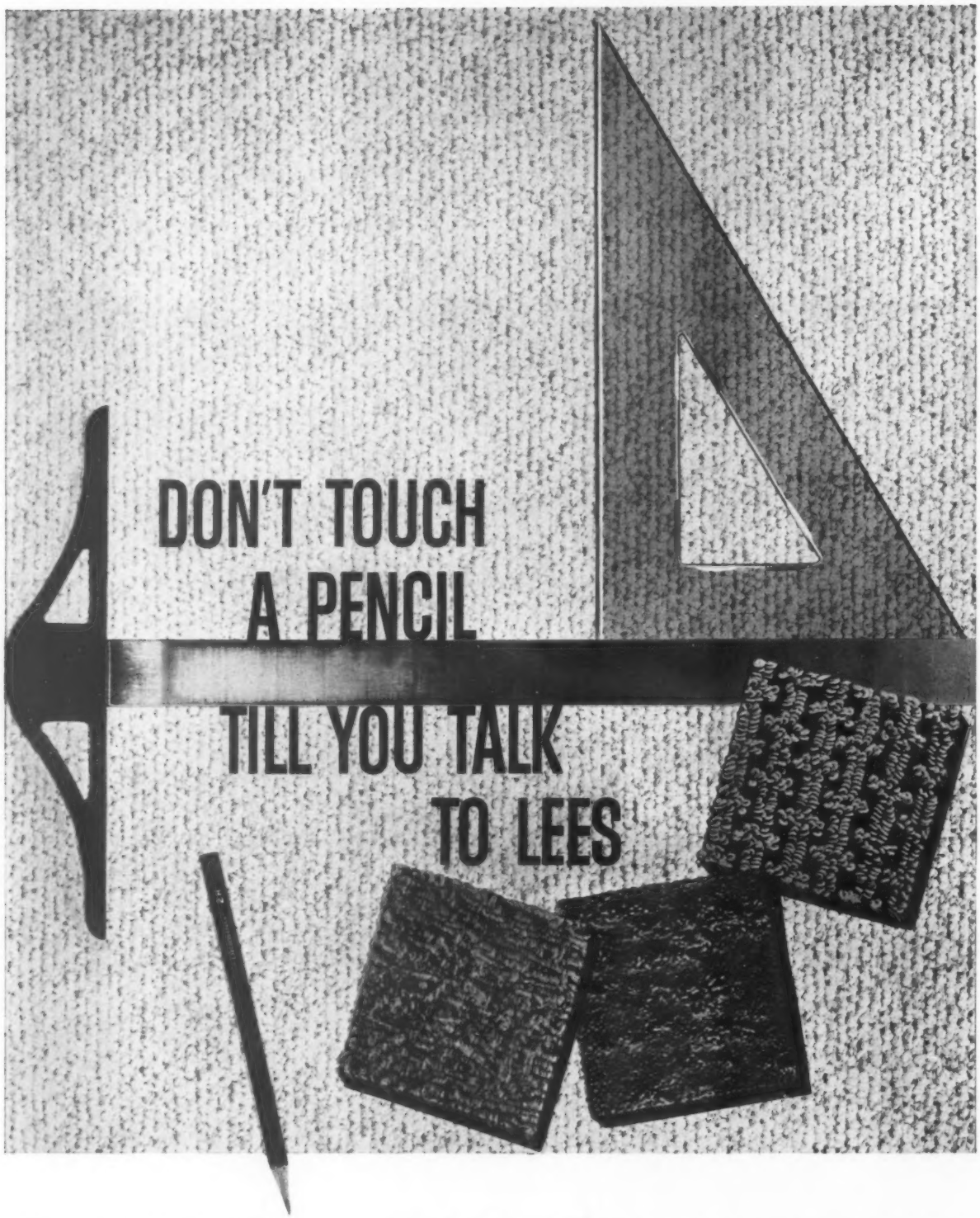
POMONA TILE



Those Heavenly Carpets by LEES are the biggest "unhidden asset" in any decorating scheme. Lees Carpets work dramatically on-the-scene—providing color, beauty, quiet, comfort, hospitality. Lees Carpets also work economically behind-the-scene—providing warmth, safety, and lower maintenance costs for your client.

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B.F.Goodrich

America's foremost architects specify Koroseal

Victor Gruen, A.I.A., *head of Victor Gruen and Associates, with offices in New York, Detroit, Los Angeles, Minneapolis, and San Francisco, designed the new, ultra modern Dayton Department Store in the Mayo Clinic city of Rochester, Minnesota.*

Long lasting Koroseal beauty personalizes departments in new store

Child-proof Koroseal *is a natural choice for the children's shoe department. Flame color Pinseal pattern provides pleasant, permanent brightness.*

Koroseal Vegas Parchment, *with its subdued richness, sets off gloves of any color or texture at Dayton's popular glove bar.*

KOROSEAL, with its versatile patterns and colors, meets demands for style and durability in a wide variety of institutional applications. Stores, restaurants, hotels, all make extensive use of Koroseal vinyl material for furniture and wall coverings. Koroseal's wide range of style-right patterns and colors fits any decor or color scheme. Maintenance is no problem since plain soap and water cleans Koroseal readily. Even grease and oil will not soil or stain Koroseal. Koroseal beauty endures for years, even under abusive use.

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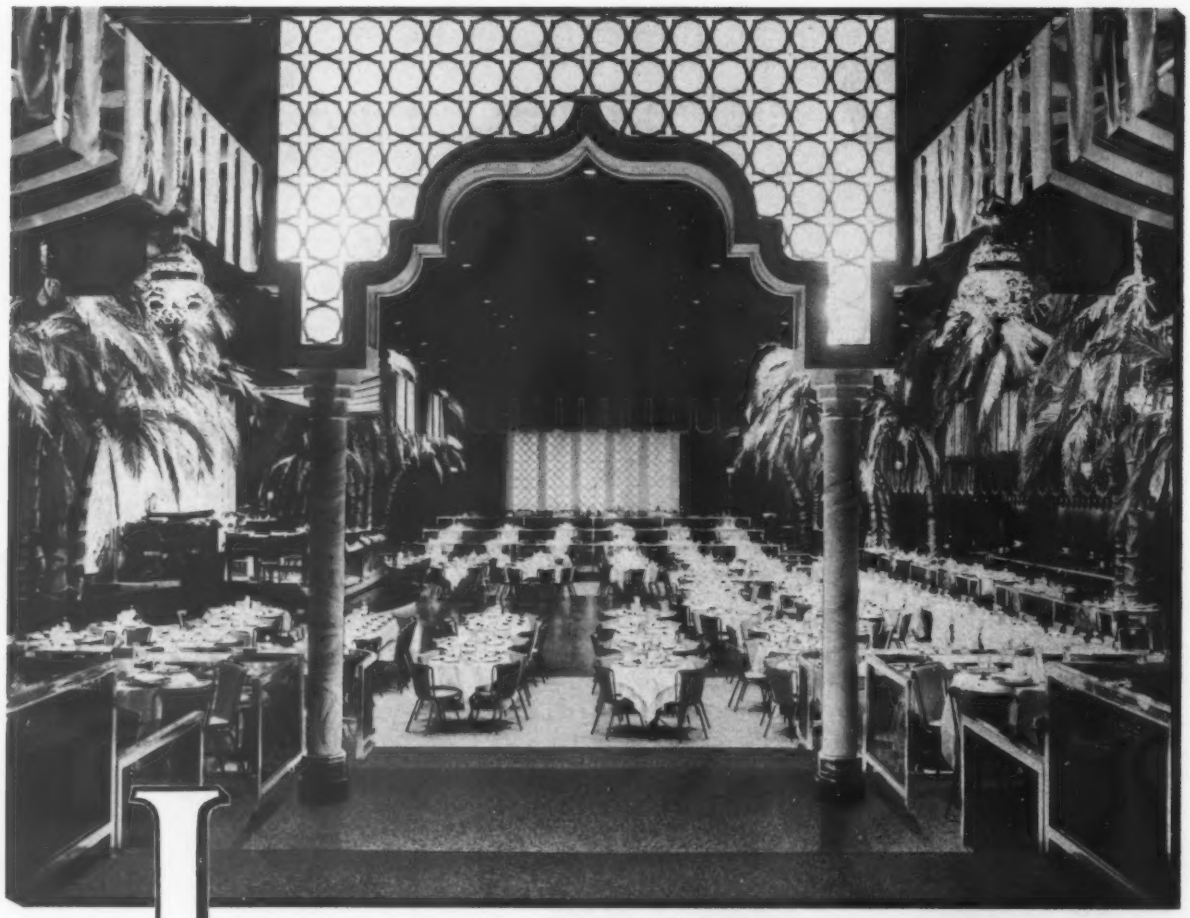

Interior of the new Cocoanut Grove

Interior Decorations *fabricated and installed by*

R. L. GROSH & SONS SCENIC STUDIOS

Behind the face of the Ambassador Hotel's new Cocoanut Grove is a great deal of fabrication not visible in the above picture. A few features are: a completely new electrically controlled retractable stage, elaborate flame-proof appliqued drape panels, velour draperies, ingenious decorative grills, and lifelike replicas of palm trees in plastic. All of this was handled by our studios which have complete facilities for design, fabrication and installation of all types of interiors—large auditoriums, ballrooms, nightclubs, and stage settings.

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Yes, all the radiant delicacy, the fascinating fragility, the subtle shadings of real silk are there . . . magically sealed in. They'll never snag, fade or fray . . . will clean easily . . . always stay fresh and bright. Vicrtex vinyl IMPERIAL SILK retains its rich, luxurious beauty practically forever, yet it can be draped, folded, pleated or stitched, will adhere to any smooth surface.

You, too, can plan enduring walls . . . exciting walls . . . walls that come alive . . . when you plan with Vicrtex VEF wallcovering fabrics. Discover for yourself the decorating magic, building efficiency, new avenues of design possible.

Write, right now, for samples and prices on the 14 wonderful shades in Vicrtex vinyl IMPERIAL SILK. Better still ask about the more than 30 textural and tri-dimensional patterns . . . more than 30 colors and color combinations in Vicrtex VEF wallcoverings.

newest VINYL wallcovering triumph from Carpenter

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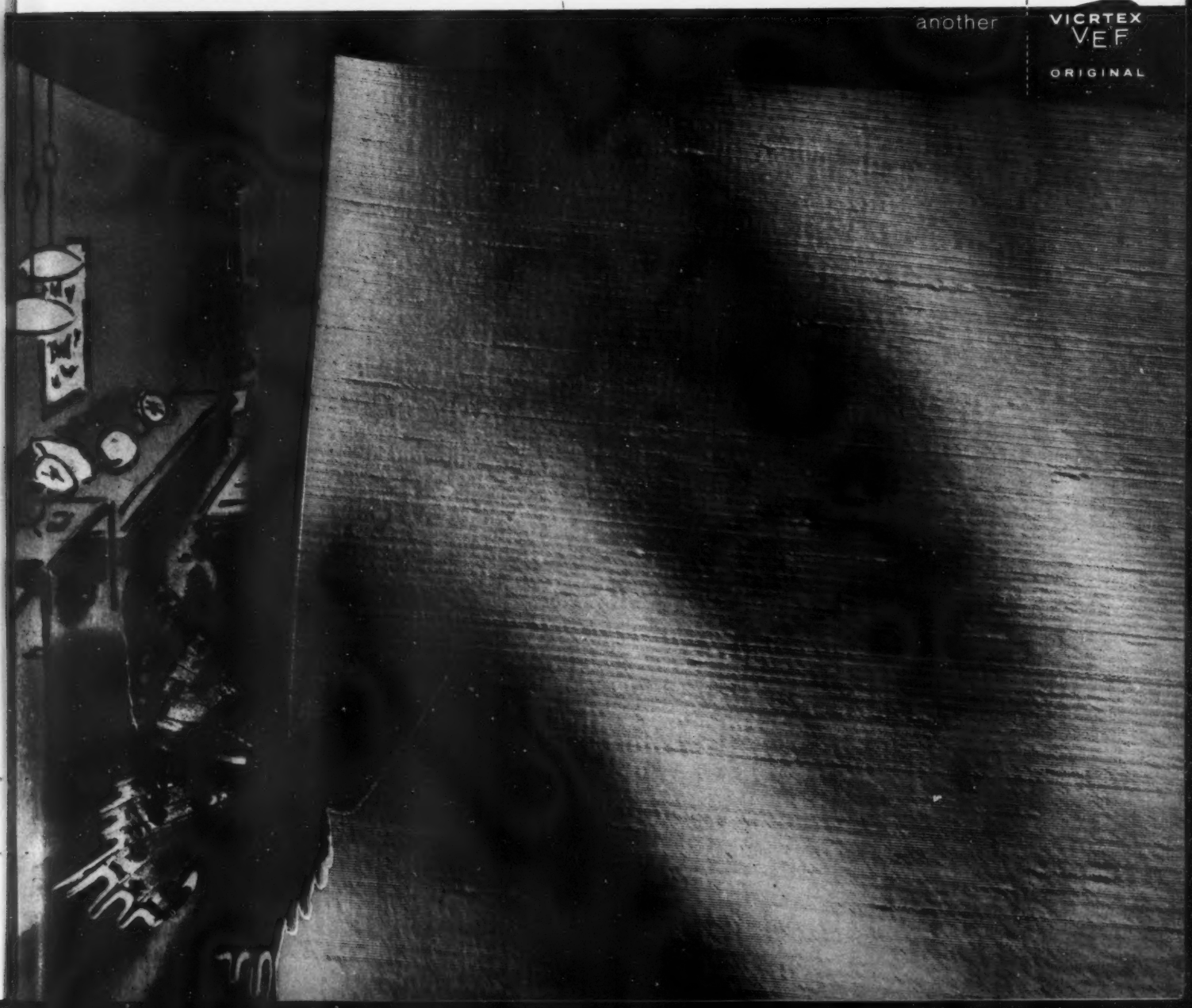
* vinyl electronically fused, needs no backing however used.



. . . as moths to a flame, your most discriminating clientele will be drawn to the Marden Collection.

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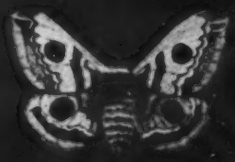
Write for catalog!



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The Ultimate in Vinyl Upholstery

There is no comparison to Continental . . . it is the finest supported vinyl upholstery yet produced. A special nylon jersey-knit backing and the 100% virgin vinyl face sheet are fused by Bolta's exclusive "Controlled Lamination" process for the strongest most durable vinyl upholstery material ever tested.

Continental looks like expensive leather . . . feels like heavy leather . . . but tailors and wears like only vinyl and nylon can.

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Bolta Continental Guarantee

Bolta Continental as an upholstery material is the result of years of laboratory research for the best possible formulation of vinyl plus a backing of extreme durability. As such, the Bolta Products Division of The General Tire & Rubber Company will guarantee Bolta Continental against tearing and ripping where our approved methods of application have been followed, and where abuse, neglect or malicious damage are not evident. Bolta will replace the covering material and reimburse the furniture manufacturer for reasonable labor in repairing such furniture for the dealer if such tearing or ripping should occur during normal use. Bolta Continental, like any upholstery material, should not be cut or punctured or burned by cigarettes or temperatures higher than 180°. Specific instructions for the care of Bolta Continental are contained on the furniture tag that is available when you purchase furniture covered in Bolta Continental.

Market Spotlight

continued from page 15

New Source for Decorative Accessories

Frothy as lace and just as pretty is an apt description of the new Dorothy C. Thorpe Creations showroom at 225 Fifth Avenue, New York, with its potpourri of china, gleaming crystal, linens and distinctive lighting fixtures, all airily displayed on glass shelves supported by huge glass cylinders. Highlighting the decorative accessories is a 66″ round glass table top with base formed of five antiqued silver pedestals upon which Mrs. Thorpe has placed her *piece de resistance*, a setting of original Grecian glass service on Brussel's lace mats, accented with iridescent bubble stemware and a centerpiece of glass bowls supported by gold metal branches. Overhead a pair of Venetian crystal hanging bells makes a dramatic chandelier. The remainder of the collection includes a superb display of glassware and dinnerware, and such Oriental delicacies as mother-of-pearl place mats, Chinese clam shells from 6″ to 40″ in diameter for centerpieces, and handcrafted gold-finished metal birdcages representing a highly individual selection of imports. Write to the firm for further information.

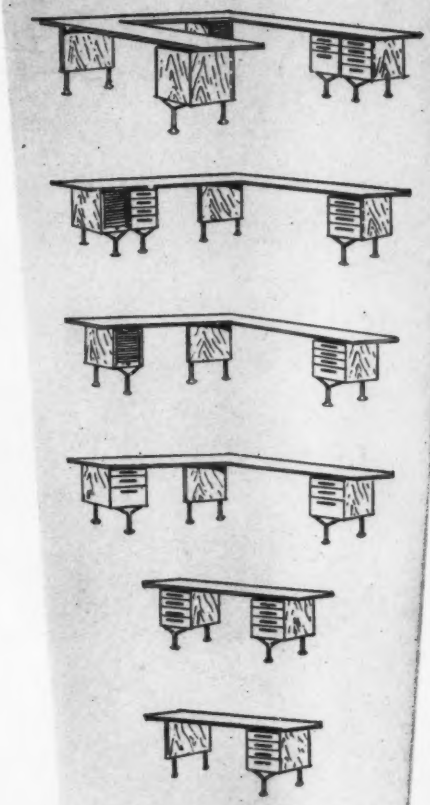
Mills-Denmark New Showroom

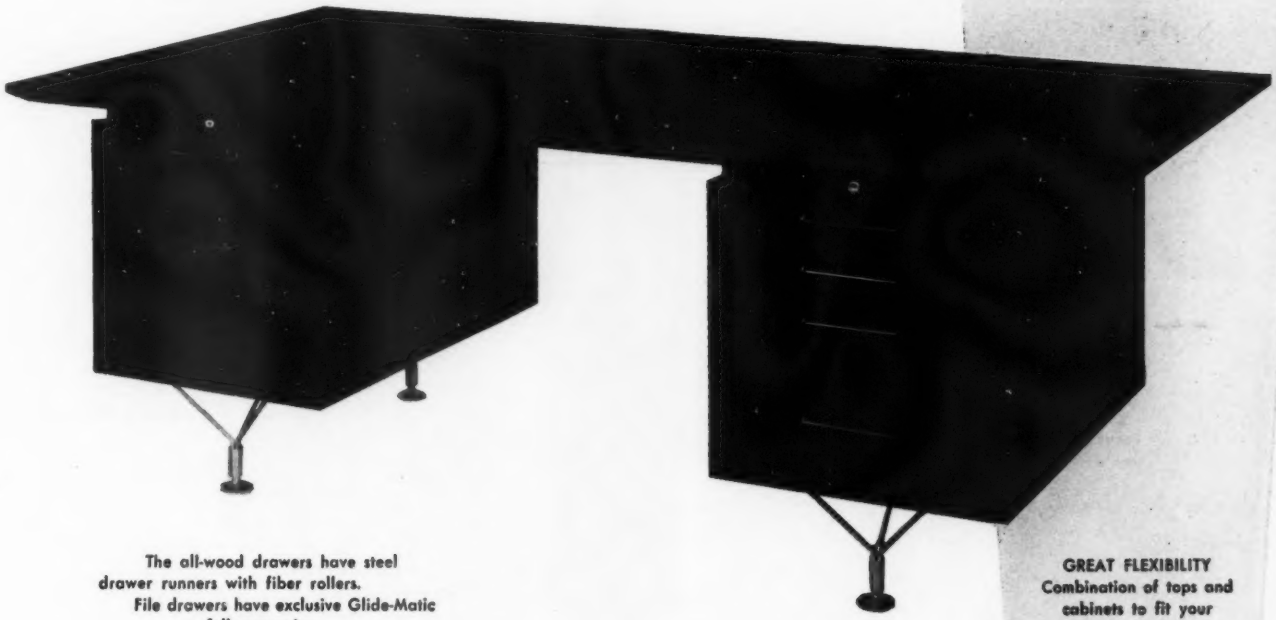
The new Mills-Denmark showroom, 227 West 56th St., New York, literally exudes warmth and friendliness. This stems from the harmonious composition of softly muted background colors which so effectively support the mellow teak, walnut and Palisander wood of their superbly crafted Danish collection and the open invitation of the settings themselves. Exhibited are both the *Arkitekt* collection planned in New York by James E. Mills and Robert Alan Martin, and executed in Denmark by top craftsmen, as well as the custom line designed by Prominent Danish designers. The twin reception desks in teak and oak, which greet you as you enter, have drop leaf panels to serve as extra desk room or for use in buffet serving. This same penchant for flexibility, prevalent in the line throughout, is found in the teak case pieces directly behind the desks, while to the right a handsome dining group combines teak and oak in an oval table, and teak and woven cane in the chairs. Contrasting woods with vivid grain patterns, blends of various textures including leather, metal and woven cane offset any possible feeling of monotony in the pleasant living room furniture.

Continued on page 32

Macey-Fowler, of course

The PREDICTOR SERIES . . . combining the strength of steel with the soft, glowing beauty of selected American walnut . . . the steel components forming an integral part of the basic design. In the new hand-rubbed "executive" finish.





The all-wood drawers have steel drawer runners with fiber rollers. File drawers have exclusive Glide-Matic full suspension.

GREAT FLEXIBILITY
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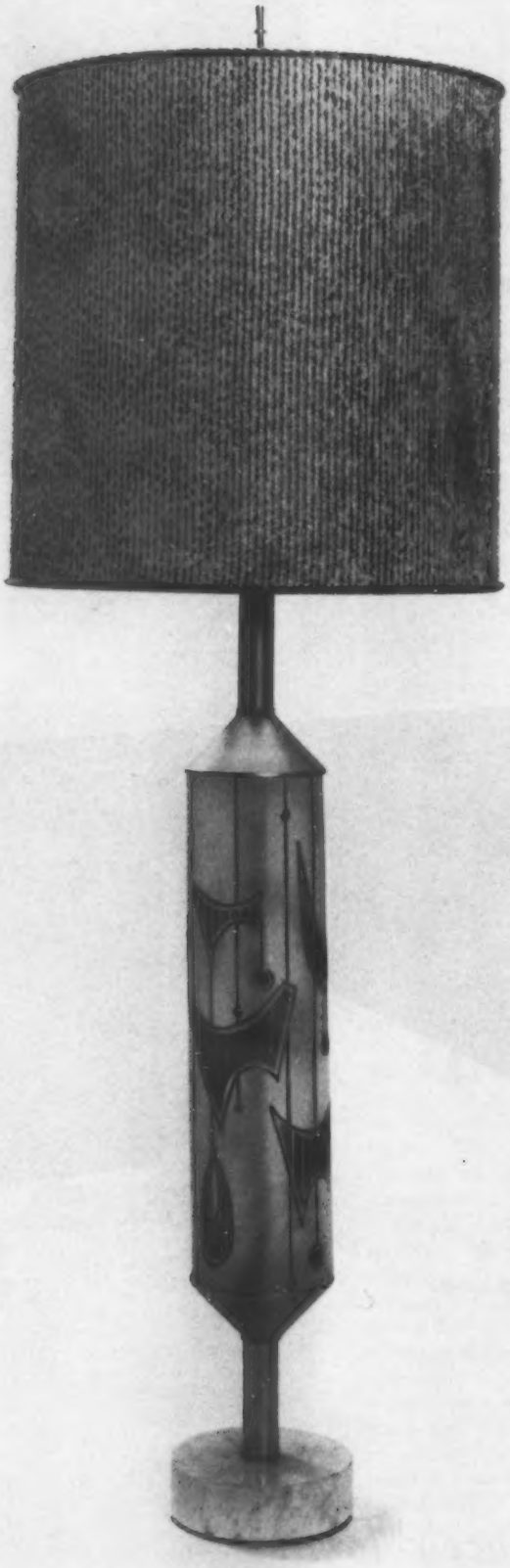

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of luxurious

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Masland Duran

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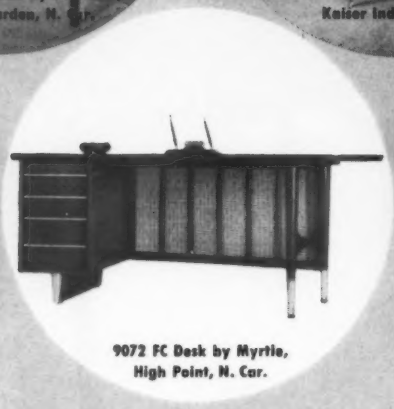
Desk and Chair by Founders, Pleasant Garden, N. Car.

Conference Room, Kaiser Industries Corp.

Office, President Bradley, by F. V. Gerstel, Inc.



9072 FC Desk by Myrtle, High Point, N. Car.

Lounge Chair by Jens Risom, New York City

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Model "H" Desk by Lehigh, New York City

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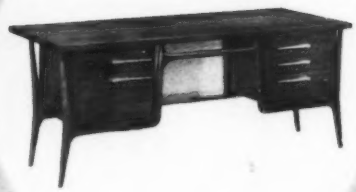

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Market Spotlight

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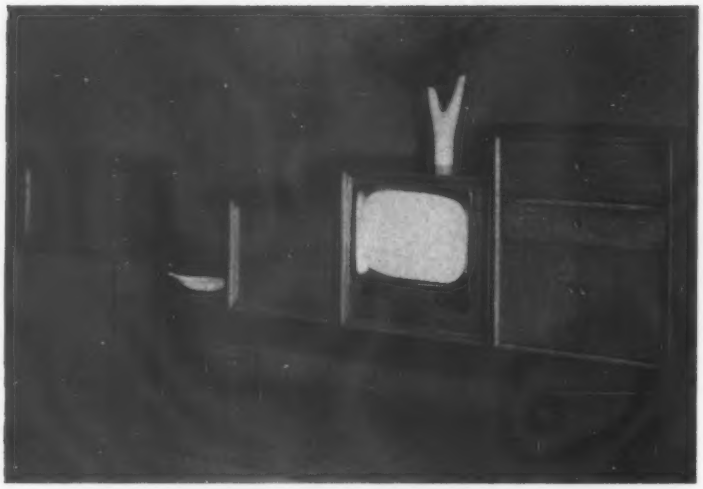

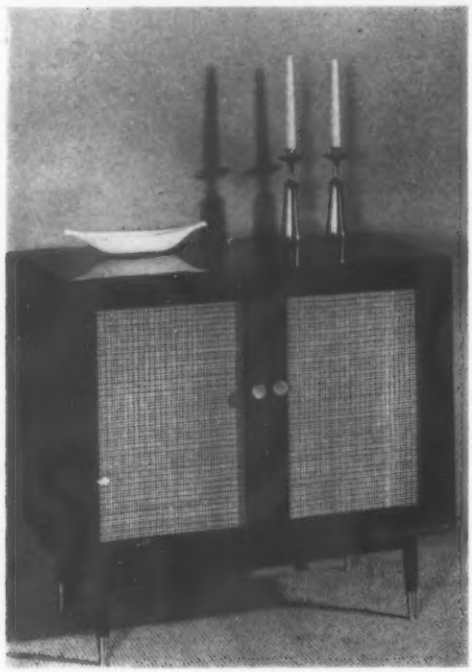

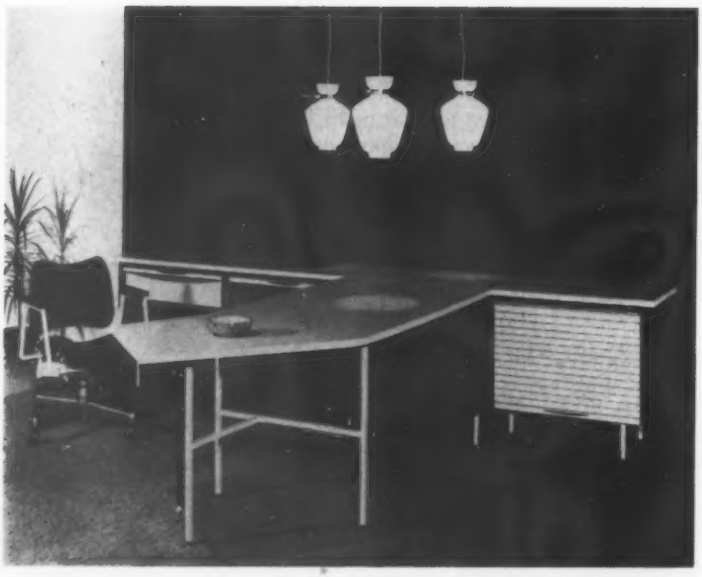

Cabinets for TV and Hi-Fi

The new Scott-Martin Inc. showroom, 17 East 53rd Street, New York, is the answer to the decorator's Hi-Fi problem. The philosophy of the new firm holds that in order to create a well-integrated music system, planning must begin at the outset. Accordingly, the showroom acts as a music "clinic" with a crew of electronic experts assembling enclosures and component parts into a unified whole. The line of cabinets, accoustically engineered to accommodate high fidelity and television, is offered in different stylings to suit every decor; various electronic components with complete facilities for testing reception quality are also available. We especially like their compact room-divider which is a complete working unit holding bar, record player, storage and TV unit on one side, with space for Hi-Fi, speaker and changer on the other. The TV compartment is built on a swivel base to face three sides. Designs are available in walnut, teak and mahogany with cane, brass and pewter used as accents. A catalogue is available on request.

Formational Group

The new *Formational Group* of office furniture designed by William H. Sullivan for Standard Furniture Company, Herkimer, New York, offers the kind of flexibility every designer dreams about. Based on the module measurement, the group includes desk and L-shaped units, case pieces and comfortable lounge groupings, offering limitless arrangements. In the desk group there is complete interchangeability of drawers and pedestals, and of drawer fronts in various colors which include red, blue and yellow; or, if you prefer, birch and walnut are available in lacquer or linseed oil finish. Table and desk tops are also available in white plastic, walnut plastic or oil finish walnut. Still another interesting feature regarding desks is a convenience slide which serves as an extra work shelf, or, when fully extended, drops down on its hinged back to be locked into position as a cover for the drawer front. All frames of desks, chairs and tables are made of specially formed square steel tubing in black or white finishes. In New York, the collection is on display at Danker & Sellew, Desks Inc., and The Westcort Company. An illustrated catalog is available by writing to Standard at the above address.

Continued on page 38

THUNDER OVER NASSAU

Granick announces the opening of the first major showroom for the trade on Long Island, in the new Granick Building at Westbury, L. I., to display for interior decorators, architects, and dealers in Nassau, Suffolk, and Eastern Queens, the complete collection of Granick upholstered furniture, and to introduce Granick's first venture into wood.

Granick maintains showrooms in New York City in the Domain-Meldan Bldg., 64th & 2nd Ave., and in Chicago at L. S. Walworth Co., 325 No. Wells St. • Granick-in-Westbury: Merrick Ave., South of Stewart Ave., Westbury, L. I.

GRANICK

Flexscreen® contemporary collection

Matching Andirons, Firesets and Flexscreens in six dramatic designs

new excitement for fireplaces!

With never a backward look, Bennett designers have created bold, new beauty in these exciting Flexscreen Fireplace Ensembles!

Completely original and new in concept, they're the last word in contemporary design . . . an important contribution to the art of interior decoration.

Here's versatile, flexible styling that gives you free rein in achieving the desired effect in fireplace decor.

Choose from six exclusive designs in matched ensembles . . . andirons, firesets and Flexscreens, in Swedish, Swedish and Brass, or Satin Black and Brass Finish.

See this complete line of FLEXSCREEN Fireplace Ensembles at Leading Stores

BENNETT-IRELAND INC.
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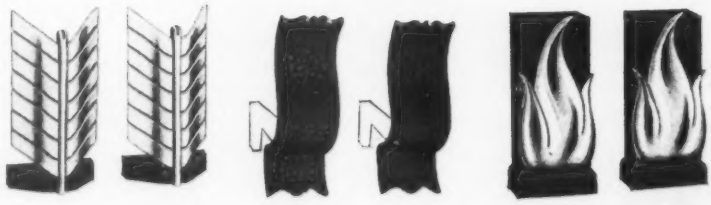

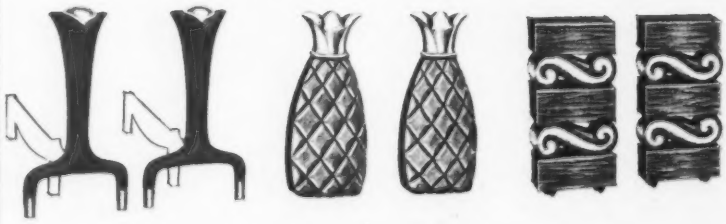

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Nygen Tolex colors, patterns and effects fit any type of interior or color scheme. For complete information or the name of your nearest Nygen Tolex distributor, write:

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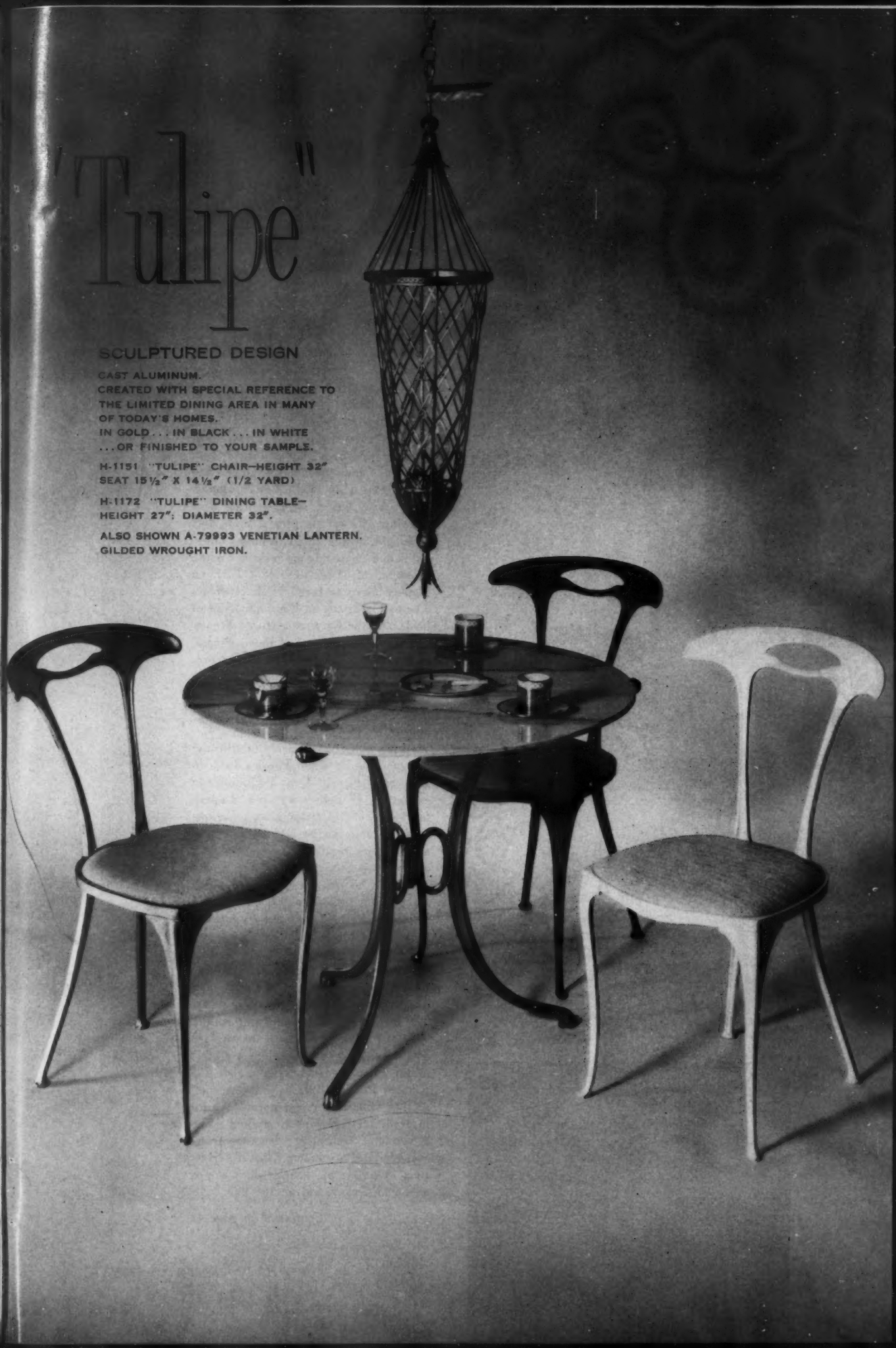
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SCULPTURED DESIGN
CAST ALUMINUM.
CREATED WITH SPECIAL REFERENCE TO THE LIMITED DINING AREA IN MANY OF TODAY'S HOMES.
IN GOLD . . . IN BLACK . . . IN WHITE . . . OR FINISHED TO YOUR SAMPLE.
H-1151 "TULIPE" CHAIR—HEIGHT 32" SEAT 15½" X 14½" (1/2 YARD)
H-1172 "TULIPE" DINING TABLE—HEIGHT 27"; DIAMETER 32".
ALSO SHOWN A-79993 VENETIAN LANTERN. GILDED WROUGHT IRON.
INTERIORS' IMPORT COMPANY, INC.
SHOWROOMS
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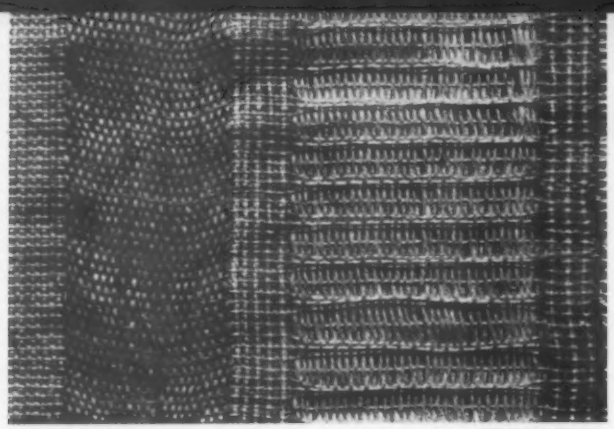
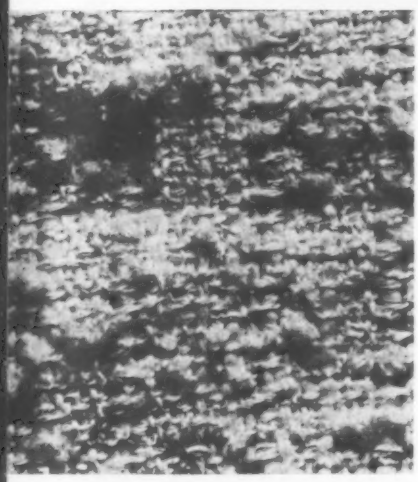
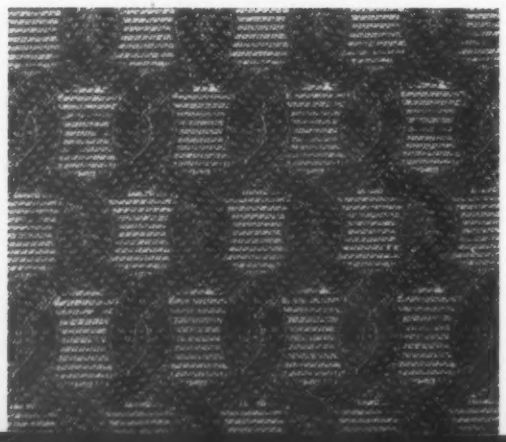


Olympia



Turf



Market Spotlight

continued from page 32

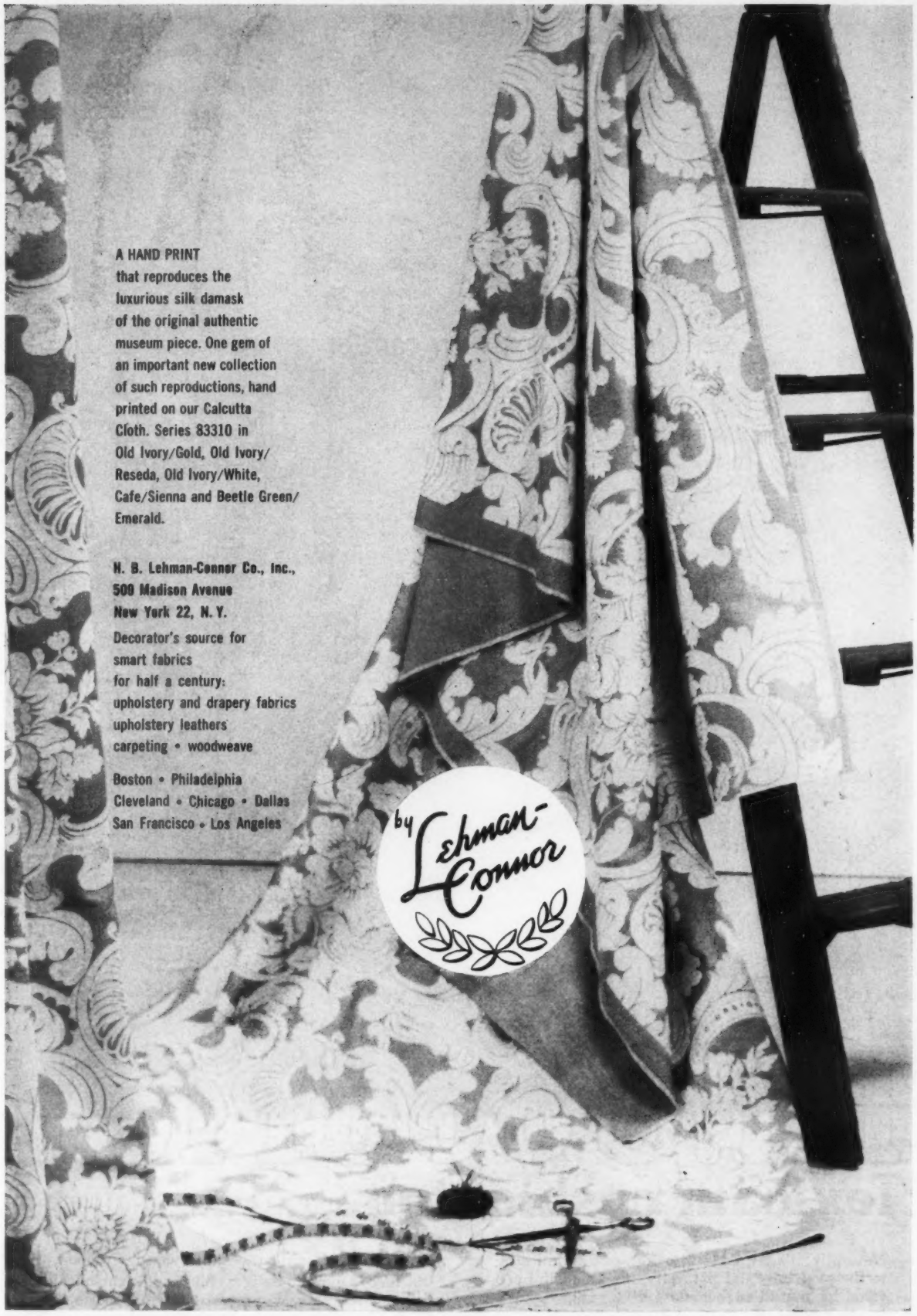
Larsen's New Fabrics

Linen and linen blends, comprise the new fall collection of striking designs at Jack Lenor Larsen, 16 East 55th Street, New York. While unrelated in color or pattern the group features several innovations in fabric technique. For example *Olympia* a drapery fabric designed by Mr. Larsen in collaboration with Win Anderson combines linen, goat hair and Egyptian cotton into a subtle composition of variation in weaves, in tones of white from silver white to gold white. *Cinnabar* in 55″ linen, suitable for both drapery and upholstery is brashly colorful in a Pavilion Stripe repeat, with tones of avocado, peacock and lilac, brown, charcoal and purple, oranges and grays, and pink, lettuce and orange, while *Nile Grass* is a delicate line drawing of Papyrus plants, seven feet in height, available in bronzes, blues, golds and charcoals on gossamer white grounds of linen-batiste. *Turf,* a blanket-heavy textured cloth in colors adapted from the brilliant plumage of birds, and the Baroque textured *Broomcorn* blinds, composed of linen, viscose, cotton metallic guimp and broomcorn, round out a stimulating and provocative collection.

Silken Elegance

Working almost exclusively in silk, the designers at Bergamo Fabrics Inc., 26 East 56th Street, New York, offer a collection of upholstery and drapery fabrics which is striking in luxurious qualities and the perfect appointment for interiors requiring that extra note of elegance. Sumptuous taffetas, nubby striés and textural weaves are included along with smart striped effects and delicately scaled all-over patterns woven on a Jacquard loom. These are fabrics peculiarly modern in feeling and thus may be used successfully to pick up a traditional scheme or to lend glamor to the contemporary setting. The color line is unusually appealing with sparkling jewel tones as well as soft hues, with special colors available at no extra cost. Bergamo also distributes Italy's "Rubelli" fabrics comprising silk, rayon and cotton fabrics in traditional European styling. The showroom, recently decorated by Stephen Mallory-James Tillis Interiors Inc., in simple black and white, serves as a fine background for the line.

Continued on page 42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Naturally, it's **SELIG** who does new and nice things to the sectional. And naturally, it's Texfoam by B. F. Goodrich that helps them do it.

Texfoam holds the Selig style year after year—won't lump, sag or mat down—ever. And Selig with Texfoam is completely, cooly comfortable . . . with every inch of its 18 feet offering the same wonderful comfort.

But there's more to Selig styling and Texfoam comfort than shown here. For additional information write B. F. Goodrich Sponge Products, a division of The B. F. Goodrich Company 370 Derby Place, Shelton, Connecticut.

Exciting Entrance to a new world of fabrics..

MEMBER OF fine fabric showrooms

a world heady with the stimulus of new ideas, new fabrics and imaginative new combinations—in a setting that transports you clear into Tomorrow! Come as soon as you can to revel in these new Thorp showrooms at the Decorators Mart, air-conditioned and equipped with every modern facility. Your own imagination will soar to new heights during your visit. Free parking for Thorp customers at the Sutton House Garage, 420 E. 53rd St., just off East River Drive, 53rd St. exit. We are retaining our showrooms at 41 E. 57th St., New York.

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Overseas with Dinolevi

Sept. 23rd marks the official opening of the new Dinolevi showroom in the Pallazzo Della Corte Dell'Albero, on the Grand Canal in Venice, timed to coincide with the arrival of the Dinolevi sponsored professional tour of American decorators. The trip to and from Europe by air covers the period from Sept. 7th to 29th and will include all of the important cities in Italy—Naples, Rome, Florence, Venice and Milan, prefaced by a three-day stay in Paris and climaxed by a visit to the famous Triennale exhibition in Milan. Several leading Italian

designers and artisans have contributed their services to arrange visits with particular appeal for members of the decorating profession to points of interest. On the agenda are ceramic factories in Vietri, antique shops in via Margutta and art shops in via del Babuine and via Condotti in Rome, as well as many of the famous Pallazzos in the city; the glass and embroidery factories on the island of Murano, the textile factories near Milan, furniture workshops in Meda, and the silk mills in Como. Anyone interested contact Travel Bureau Tours, 630 Fifth Avenue, New York.

Distributors for Museum Wallpapers

The new firm of Museum Wallpapers, Inc., whose scenic wallpapers were reviewed in the May issue of INTERIOR DESIGN, have announced the following distributors: Renverne Corporation, 515 Madison Avenue, New York; Bassett & Vollum, 161 East Grand Avenue, Chicago; John Roller, Inc., 108 North Robertson Blvd., Los Angeles; Jay Wise Company, 5020 Delmar Blvd., St. Louis, Missouri; and Phelan's of Dallas, 6031 Luther Lane, Dallas, Texas.

Arbuck in New Showroom

Arbuck, Inc., manufacturers of wrought iron furniture, are now located in new showrooms at 304 East 54th Street, New York. Rose Pollock is showroom manager.

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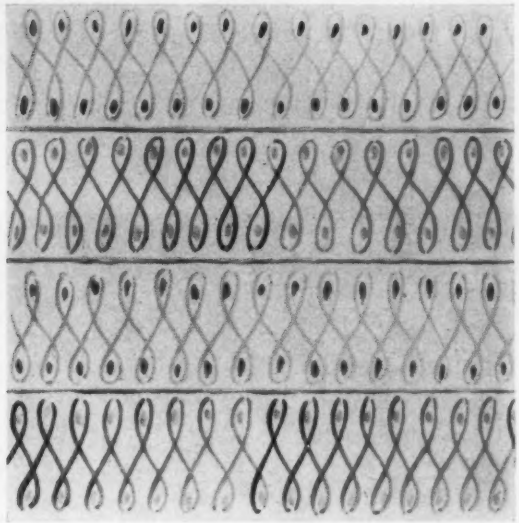

Roy Williams hand made wool carpet
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Custom designed carpets,
any size, any color.

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"JESSICA" CHAIR
designed by Henry End, A. I. D.

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FINE FURNITURE

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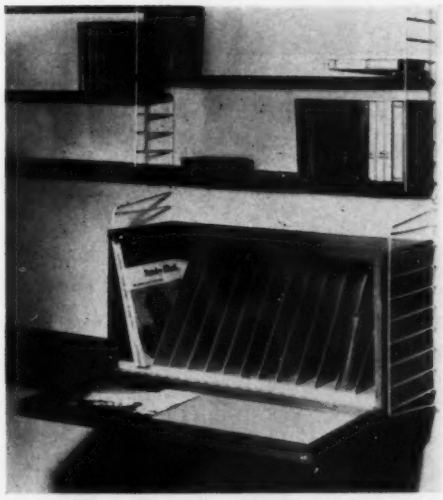

No. 5356 Record and Phonograph Cabinet

Famous Swedish "STRING"
Wall-hung Furniture

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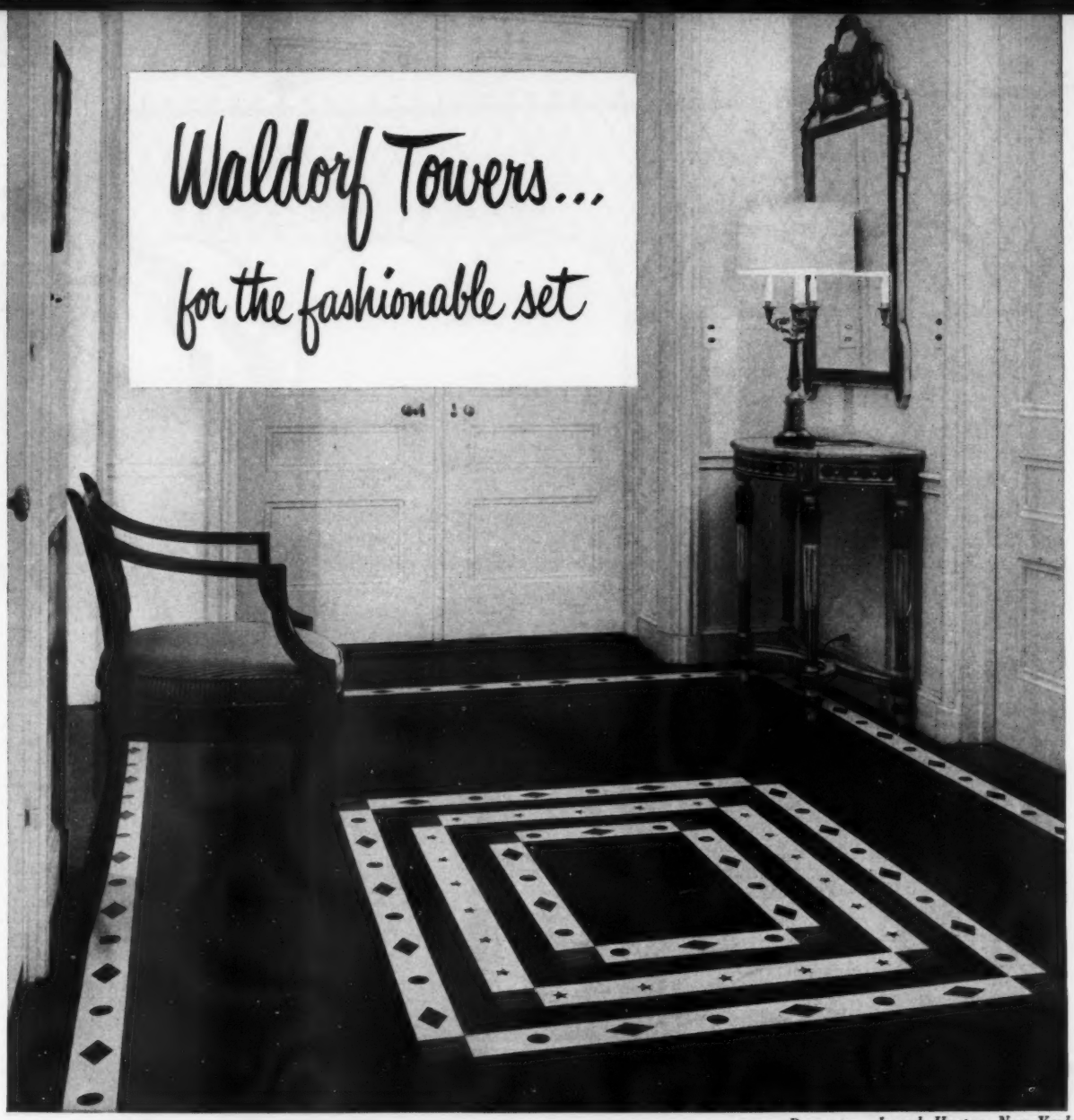
Market Spotlight

continued from page 42

Murals, Inc. of California

The latest step in the expansion of Murals, Inc. and James Seeman Studios is the new showroom of Murals, Inc. of California, 107 South Robertson Blvd., Los Angeles. The showroom, under the managership of C. M. Leonard, features, in addition to the Murals, Inc. line—including Yucatan Stone and imported ceramic mosaic tile—a complete line of wallpaper scenics by James Seeman Studios. This showroom also has the exclusive distributorship in the Los Angeles area for Timbertone, Lam-O-Tile, and Denst & Soderlund's Translation I collections. Fred Wetzel will contact the decorators in Southern California and in the areas not served by the showroom. The wallpaper murals are displayed in a luxurious modern atmosphere behind an elegant white and stainless steel facade. In planning the showroom much thought has been given to suggesting the various ways murals can be used, and in highlighting the wide variety of decorative styles available. The murals are shown in their entirety in vignettes and room settings to aid in visualizing how they can be most effectively used. To this end the new showroom, designed by Herman Neumann, has sliding panels along one side to show 46 different murals in full scale. The opposite side of the showroom has a series of vignettes, each composed of one long wall and one short wall, with murals and appropriate furniture and accessories to give some idea of scale and the illusion of actual rooms; Fiberglas panels in the short walls heighten the impression by representing windows that create attractive lighting and an effect of spaciousness.

Continued on page 92



Decorator—Joseph Huston, New York

Amtico Decorstrips... for the fashionable setting

Problem: to create floors with a custom-designed look without the usual trouble and expense. *Solution:* use the new, exclusive Amtico Decorstrips . . . precut, in-stock, and simple to install. This new aid to "custom-designing" represents true flexibility and versatility. Available in a variety of patterns . . . in black or white, with gold inserts (other colors on special order) . . . you'll find it easy to create many different and unusual effects.

Amtico Decorstrips are made of famous Amtico Vinyl Flooring . . . all-vinyl through and through. . . giving years of wear with a minimum of care . . . luxuriously comfortable underfoot. In addition to Amtico Decorstrips for exciting feature strips and borders . . . be sure to see new Amtico Customotifs and learn how creating entire floors with a "custom-designed" look is simplicity itself. Mail the coupon below for illustrated literature.

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Please send the following:
_____ Amtico DECORSTRIP and CUSTOMOTIFS descriptive literature.
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Win recognition and reward for your outstanding interiors in Institutions! These jobs with superlative interior design and decoration can easily qualify as preferred candidates in the FOURTH ANNUAL INSTITUTIONS INTERIORS AWARDS PROGRAM. The Institutions *and* the designers of the winning facilities will be jointly recognized for their accomplishment.

The three previous programs sponsored by INSTITUTIONS MAGAZINE have already served to stimulate the cause of good design in the fields of mass feeding and mass housing. Fifty-eight restaurants, hotels, hospitals, schools, motels, clubs and other Institutions have previously won awards for notable achievement in good design.

Last year, for example, the judges honored with awards 25 Institutions, 17 interior decorators or design firms, and 4 architects. Reaction of winners is typified by the following comments:

"*We at the Hotel Sherman and the Hotels Ambassador are proud of the recognition for outstanding interiors . . . we hope to be in your challenging contest every year.*" PATRICK H. HOY, president, Hotel Sherman and Hotels Ambassador, Chicago.

"*Interior design in the mass feeding, mass housing field is a many-sided challenge . . . recognition of the success of the design principals applied to the King's Court Hotel is most satisfying.*" CAROL GEBHARDT. Color-Design Consultant, New York City.

Who is eligible to enter: Entries may be submitted by (a) professional decorators, interior designers or architects, (b) design or contract firms, contract or interior design departments of furnishings manufacturers, suppliers or dealers or (c) the management of any Institution. New or remodeled areas in Institutions fitting into the following categories may be entered:

(a) General public areas as lobbies, lounges, reception rooms in operations involving *both* mass feeding and housing (overnight facilities).

(b) Dining areas—including dining and adjacent lounge areas in office buildings, industry, department stores or similar operations that may or may not involve mass housing.

(c) Private areas as offices, private lounges in operations with facilities for *both* mass feeding and housing.

(d) Sleeping areas with or without living room-type accommodations.

(e) An entire Institution, including *all* areas.

Requirements: A requirement of all entries is that the decoration or re-decoration will have been completed during 1956 or 1957. All entries must be received by September 20, 1957.

Criteria Which Will Guide Judges

- Is the approach to the particular problem an original one—is there evidence of distinction or individuality?
- Is there a theme, or particular atmosphere, and how well is it carried out?
- Do the colors, furniture arrangement and general proportions meet requirements of good design?
- Does the area fulfill its proper function and were maintenance factors considered?
- How "economical" is the interior—how quickly, for instance, could the room be reconditioned with a minimum loss of revenue? If there was a restricted budget, was it advantageously spent? Or, if funds were unlimited, are the resulting interiors tasteful rather than overdone?

Method of Recognition: A panel of five judges will select a minimum of 12 awards. Both the Institution and principal interior designer in each case will be notified in October. They will receive attractively framed plaques at a reception honoring the winners to be held at the Colonnades in the Essex House, New York City, during the National Hotel Exposition, November 11-15. Winning entries will be displayed at the new Coliseum during the National Hotel Exposition. Publicity releases and photographs of winners receiving awards are sent to national and local media. Features on winners will appear in INSTITUTIONS Magazine.

Make-up of entries: Each entry shall consist basically of the following: (a) a statement describing the problem and how it was solved, and (b) photographs and other visual evidence, including material and color samples—all mounted vertically on 22 by 28 inch poster boards, preferably gray in color.

Panel of judges: The board of five judges will consist of a member of the American Institute of Decorators, an architect, a designer, an executive housekeeper and an educator. Judges' names will be announced.

APPLICATION FORM for INSTITUTIONS MAGAZINE'S INTERIORS AWARD PROGRAM

I plan to submit the following mass feeding and/or housing interior or groups of interiors:

Name of Institution(s) .....

Address .....

Category of area(s) .....

Names of principal interior designers or decorators of these Institutions .....

.....

Address .....

Signature ..... Title .....

Address ..... Date .....

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1801 Prairie Avenue, Chicago 16, Illinois

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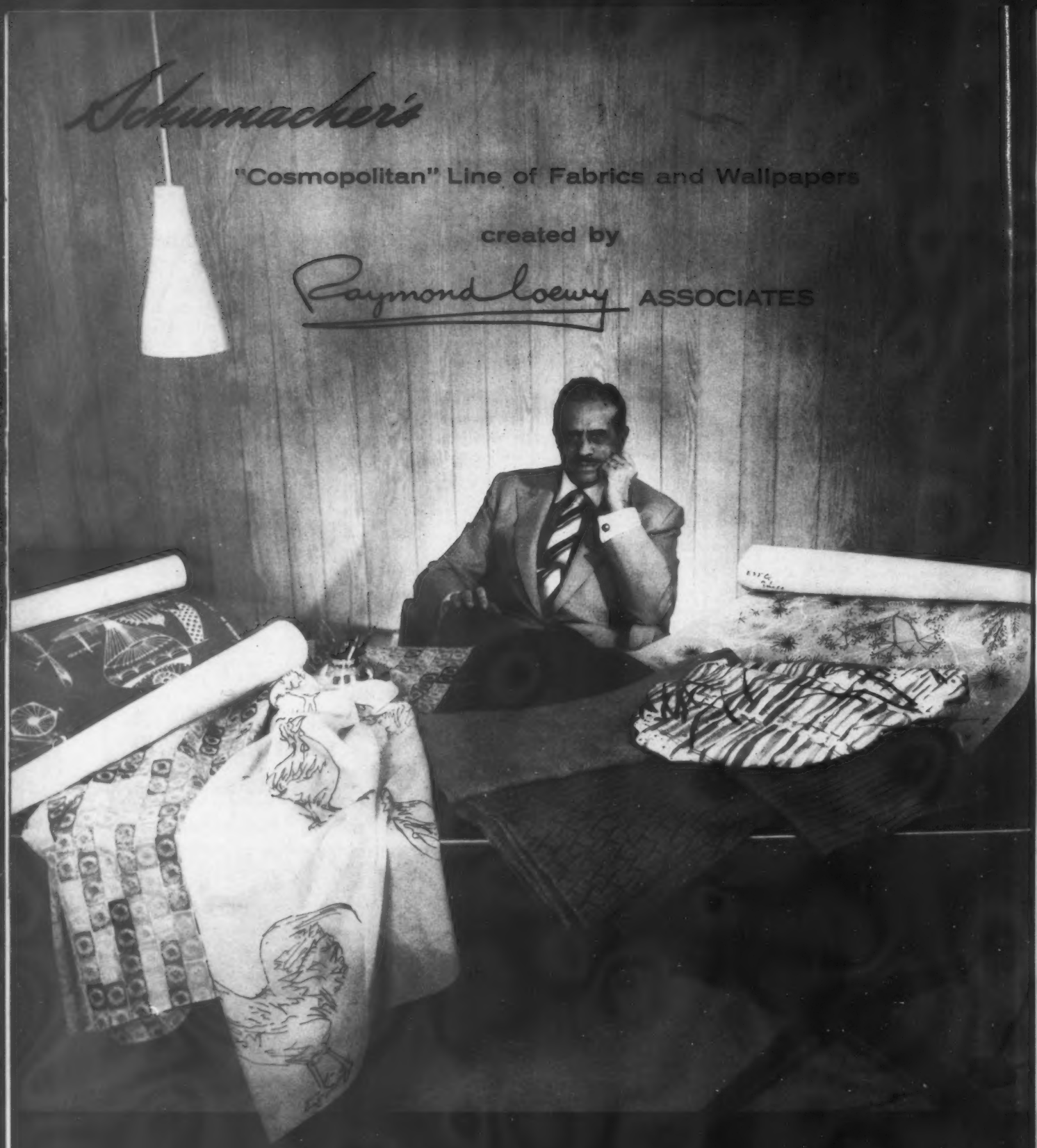

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YOUR ECONOMIC IMPACT

It was comparatively only a few years ago that the interior decorator's influence was portrayed in terms of style and design and his economic influence was considered relatively nebulous.

Your cooperation recently in supplying data for *Marketing Measurements*, a research organization, has thrown considerable light on your economic influence and impact on the economy of the homefurnishings industry.

The *Marketing Measurements* survey was confined to the 8,000 independent interior designer-decorator subscribers of INTERIOR DESIGN Magazine. The survey disclosed that for each of the magazine's 8,000 interior decorator-subscribers, there were 2.6% decorator readers per copy. This would indicate that there are over 20,000 interior decorators practicing in this country today. The survey also disclosed that the average number of clients for each interior decorator is 196; multiply this by 20,800 interior decorators and we arrive at 4,076,800 consumers in America who use the services of interior decorators. These figures give us an indication of the extent of the interior decorator influence in terms of consumers.

The survey also disclosed that $93,000 was the average gross business done per interior decorator. Project this figure by 20,800 interior decorators and we arrive at $1,934,400,000, which is the dollar volume per collective influence.

Your design and style influence as an important professional group is generally accepted throughout the homefurnishings industry. We feel that the disclosure of the above figures will contribute to alerting the homefurnishings industry to a more realistic appreciation of your collective economic impact on the economy of this country.

We appreciate your cooperation in helping *Marketing Measurements* and INTERIOR DESIGN Magazine compile the above vital statistical data. The fact that you represent the doors through which manufacturers, jobbers and importers can reach 4,000,000 consumers spending $2,000,000,000 on quality homefurnishings should inspire more manufacturers to an intensive cultivation of the interior decorating market.

Harry V. Anderson

Terrace and swimming pool survey magnificent view of Pacific Palisades, overlook winding driveway to motor court; overhanging eaves cut glare through glass walls in living rom and den; wood deck with tree is off dining room.

Designed For Convenience

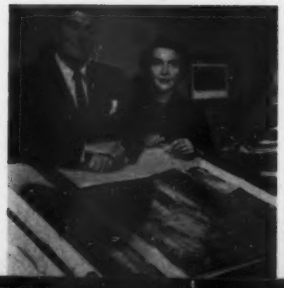
The Pacific Palisades site of the house shown here, owned by Mr. and Mrs. Ronald Reagan, was originally just a steep Hillside on the southern slope of the Santa Monica Mountains, high above the street. But the Reagans, desiring an expansive, informal contemporary house with plenty of room for entertaining, consider the location ideal. Besides, there is the view. On clear days it encompasses Catalina and the Ocean shoreline over Santa Monica, Brentwood, Westwood, Culver City, Hollywood and downtown Los Angeles.

What the architect, William R. Stephenson, A.I.A., did was first carve a level building area from the hilltop, with ample space provided for a swimming pool and terraces, so that his house plan could evolve in its natural orientation toward the view and sun. A front deck patio area was divided into two levels, the upper one covered by a cantilevered wooden deck shaded by a tree growing up through the middle of it, and the lower one terraced to the swimming pool, directly off the living room through sliding glass doors. "To counterbalance the resulting long aspect of the plan arrangement," says Mr. Williamson, "an inner court open to the sky was located in the center, giving north light to the living room and greater depth to all the areas opening into it. During windy and chilly weather this court serves as an out-of-doors patio for sunning, and at night a canvas canopy covers the roof-opening to form a little inner pavilion for easy entertaining, since it also opens off the kitchen."

Entrance hall, paved with flagstones, affords sweeping view of den and atrium, or inner court, off living room.

The style of the house, open and expansive, indicates a contemporary ranch house characterized by an atmosphere of informality and country living, realized in the interiors which radiate the friendliness of the owners. Helen Conway, A.I.D., was the interior designer responsible for bringing into realization a distinguished treatment of décor aided and abetted by certain of her clients' possessions and furnishings.

Masonry of large Palos Verdes native stone is evident in the interior of the house, both in walls and in fireplaces, and this, with the large areas of glass, contributes much to the pleasing informal effects gained by the decorator. The living room contains a card table grouping, in addition to two large sofas, coffee table, ottoman and lounge chairs and table and piano. A motion picture projection room is built into the wall between living room and dining room, and a record player and radio are also built into the wall, with speakers placed throughout the house. Two glass walls provide access and view

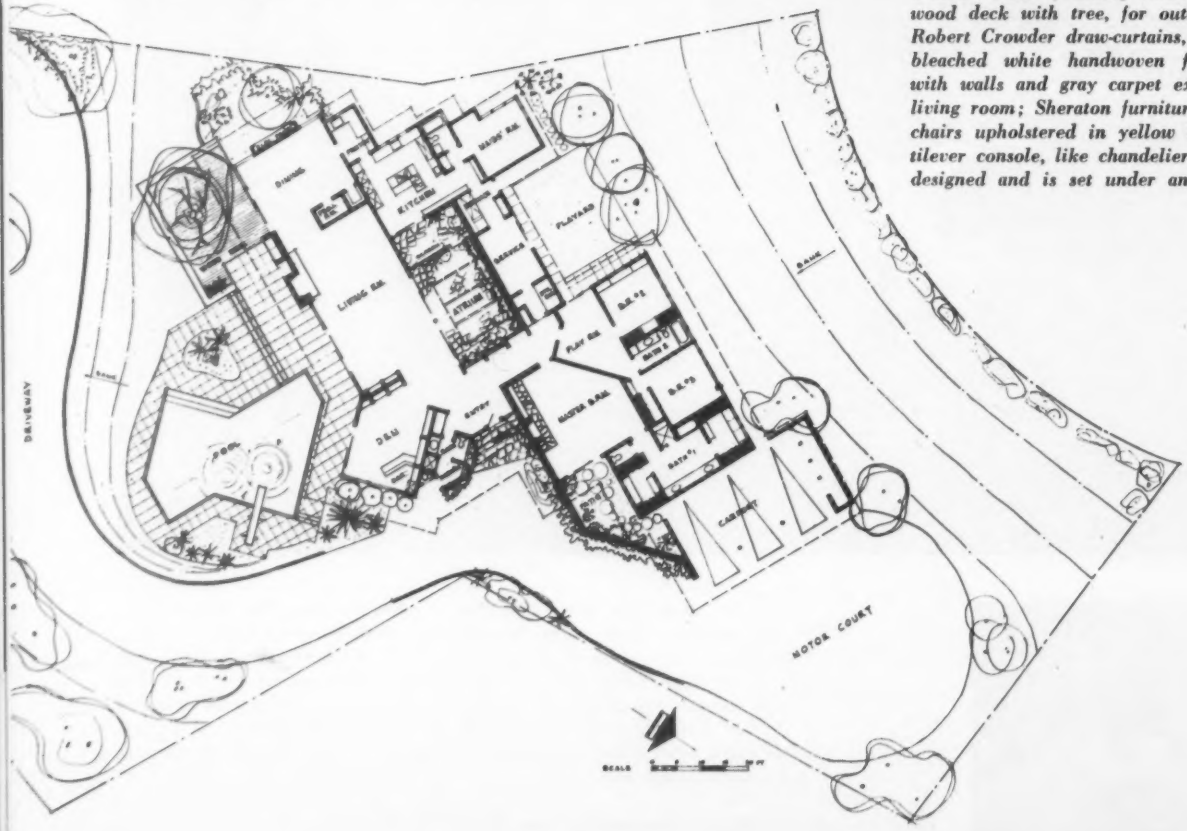


View of living room showing furniture arrangement opposite stone fireplace, and atrium—or inner court—beyond; wall, illuminated by cornice lighting, is sheathed in variegated redwood, bleached and glazed gray-white to blend with off-white ceiling, and contrasts with dark areas of redwood finished in teak, perfect background for Shelley handloomed carpet of gray wool and Robert Crowder yellow, gold and white tweed upholstery on custom-designed sofa; main sources for lighting are ceiling fixtures at strategic locations over furniture.

Mr. & Mrs. Ronald Reagan photographed with plans of house.

Photograph, Douglas M. Simmonds

Window wall of dining room opens upon wood deck with tree, for outdoor dining; Robert Crowder draw-curtains, of gray and bleached white handwoven fabric, blend with walls and gray carpet extended from living room; Sheraton furniture is antique, chairs upholstered in yellow leather; cantilever console, like chandelier, is specially designed and is set under antique screen.



Atrium off living room is open to sky and paved with flagstone, serves as out-of-doors patio during windy and chilly weather; or, with canvas canopy, it becomes little inner pavilion for easy entertaining, since it also opens off kitchen at end.

View of living room looking toward stone fireplace wall and showing specially designed custom made furniture upholstered in yellow, gold and white tweed fabric contrasted with Scalamandrè lacquer red, sour green and yellow silk pillows.

Den, shown above, has little bar with accompanying Hudson Rissman stools; Shelley gray wool carpet, continued from living room, is contrasted with Kent-Bragaline curtains patterned in green, brown and lacquer red on heavy white linen; lounge chairs, upholstered in sour green, beige and white tweed from Lussky, White & Coolidge, contrasted with game chairs upholstered in red quilted Peruvian linen.

Black and white kitchen has Robbins vinyl tile floor and Van Keppel-Green table and chairs in black metal with black and white plastic upholstery; every General Electric appliance available for ease and convenience.

from the entrance hall and living room into the inner court, rimmed with lush tropical planting. The dining room features a built-in wine closet and the den contains a built-in bar; a television set here is mounted on a swivel in the wall adjoining the living room, for viewing in either room. The powder room, next the den, opens off both the entrance hall and the swimming pool cabaña. Kitchen and pantry are located north of the dining room, and features every modern electrical and electronic device available, supplemented by complete laundry equipment in the service room.

Besides air conditioning, the master bedroom features a stone fireplace, television, controlled mood lighting and a private open-air patio. From a single control panel, the entire décor of living room, den and patio can be adjusted to suit the occasion by changing the color as well as intensity of the lighting.

Planning of the house throughout exterior and interior has been dedicated to the desired objective of warm, gracious living at a minimum of upkeep; and to this end every electrical servant on the market has been incorporated to provide a maximum of ease and convenience in service with a minimum of time and attention.

Off white walls and ceiling of bedroom match antique satin bedspread, trimmed in pink satin and cherry red velvet, are contrasted with Shelley pink nylon viscose carpet, background for curtains and quilted upholstery of Kent-Bragaline chintz patterned in pink, red and white; Oriental metal lantern from Hollywood Light Fixture Co.; lamps are white and gold antique Bristol glass.

Bathroom, with illuminated ceiling by General Electric and built-in lavatory, painted white, with marble top, has pink carpet extended from bedroom and Louis Bowen wallpaper matching bedroom chintz, shown in view above; revolving stool, covered entirely in red and white candy stripe cotton taffeta, is from Caro & Upright.

Tom Lee, A.I.D., I.D.I. (left) and Henry End, A.I.D., I.D.I., designers of the "new Cocoanut Grove."

Under the Palms

In its thirty-six-year history, the famed Cocoanut Grove in Los Angeles has been a favorite spot for tourists and movie celebrities alike, and its name has become a symbol of the lush, golden days of the twenties when Hollywood's élite Charlestoned under its palm trees. The palms are still there, but they are fresh, new ones with gold rubbed on their fronds, and the old interior has been refurbished with no holds barred to achieve an atmosphere rich and sumptuous yet subtle and romantic in feeling.

Redecoration of the Cocoaunt Grove represents the combined talents of Henry End, A.I.D., I.D.I., of Miami, and Tom Lee, A.I.D., I.D.I., of New York, an unusual if not unique case of collaboration between two independent interior designers. Henry End, who is design consultant for the Schine Hotel Corporation including the Los Angeles Ambassador which houses the Grove, was familiar with the locale and also the special problems involved in redecorating such an interior, being widely experienced as a hotel and restaurant designer and also as a Hollywood set designer. In redecorating a room of this type, however, he was aware that a special element was needed which he defines as an "atmospheric quality largely dependent upon the sensual effects caused by light and shade, the drama and mysterious quality of a stage setting. The master of this craft is Tom Lee, and when he agreed to act as co-designer on the Cocoanut Grove I was delighted." Mr. Lee's reputation as an interior designer is also well known, his latest assignment being the handsome new Williamsburg Motor House, and his experience in scenic design includes such stage productions as "Louisiana Purchase".

In deference to the nostalgic association of the Grove's patrons, the designers were inspired by the original concept of the room and have retained many of its familiar features, although giving them a refreshing new look. Both designers feel that on many remodeling jobs, much worthwhile decoration and architecture are wantonly destroyed purely for the excuse of modernization. "Good decoration," according to Mr. End, "especially in large areas such as the Cocoanut Grove, is usually part of the very structure of the building. No matter what one may think of the original design, we cannot alter the nature of the building to any extent. We should make the best of what is there, retain what is good and generally accept the main architectural concept." Thus, the main structural changes were elimination of the existing "gingerbread" and simplification of architectural details. The original Moorish style of the room is emphasized, and a striking Moorish archway silhouettes the entrance, large white screens with open grillework in a Moorish tile design flank the outer corridor and provide a handsome backdrop for the bandstand, and brass Moorish lighting fixtures are strung from the ceiling and repeated in smaller versions as table lights.

The cocoanut palm being the original decorative motif of the room, palm trees are again a feature, and there is literally a grove of them, twenty feet tall with gilded fronds creating a spectacular effect as simulated moonlight filters through them. Brilliant crimson red, denoting excitement and regal elegance, is the dominating color and appears in wall hangings, draperies and carpeting, while soft pink is used as a harmonizing color for tablecloths. Gold edging on the service plates, brass

Text continued on page 60

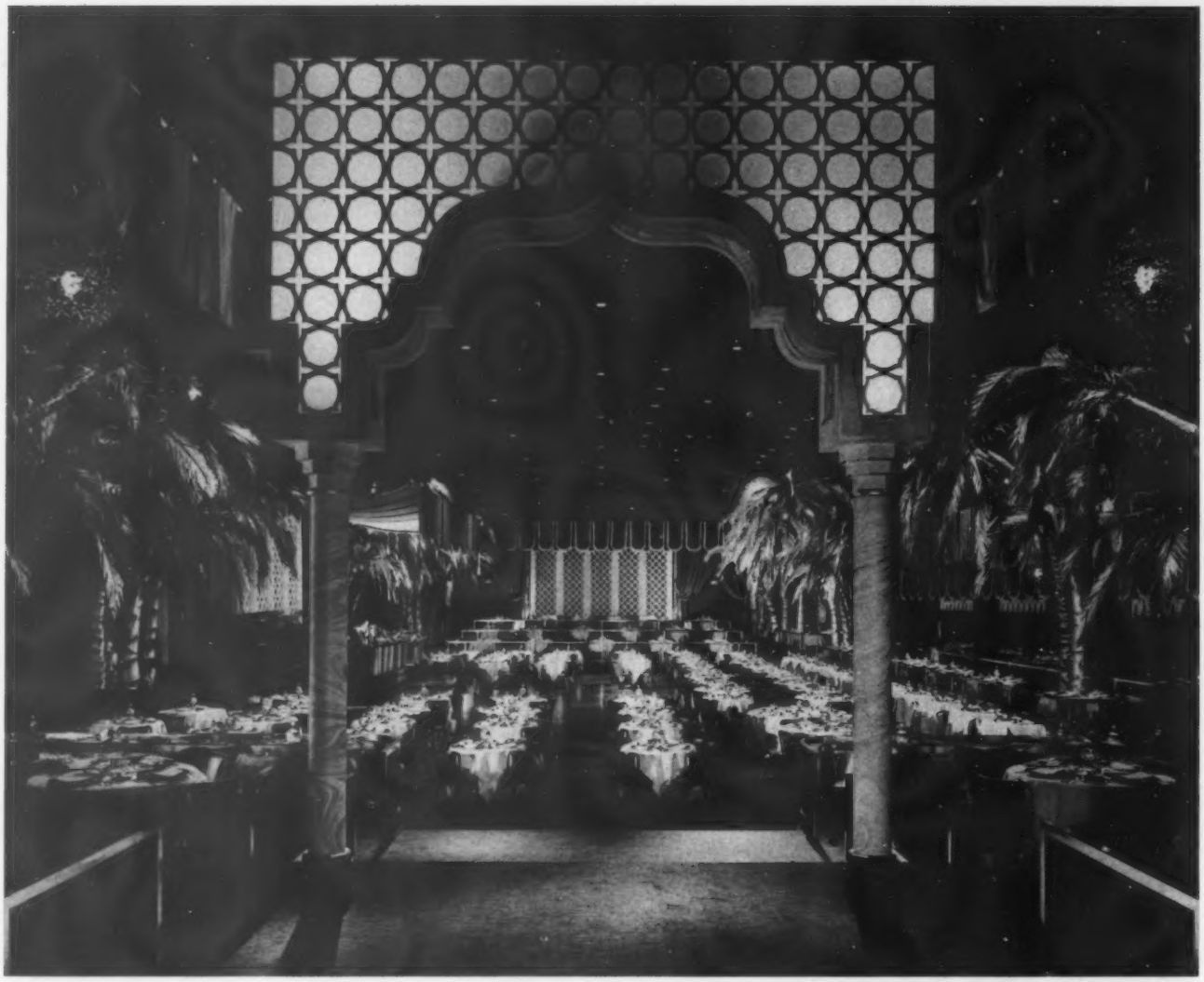
Robert C. Cleveland

Dining tables are arranged on three levels divided by brass railings with black grillework; carpet by Mohawk is red subtly striped in black for practical and decorative purposes; one wall is covered with Laverne "Marbalia" paper; the striking canopy of Dazian's fabric is red velvet lavishly embroidered and appliquéd in gold and turquoise; fabrication and installation by R. L. Grosh & Sons; chairs by Howell.

The Cocoanut Grove's exotic menu was designed by Henry End and Tom Lee to correlate with the Moorish architecture of the interior.

Antique blackamoors from Elmo T. Avet stand grandly at the entrance to the Grove flanked by white Moroccan screens illuminated from behind. Wall areas are covered with Laverne's "Marbalia" paper; the floor of Robbins vinyl tile is beige and black outlined in brass.

The redesigned interior of the Cocoanut Grove glistens in regal splendor under starlike lighting by Century concealed in deep blue acoustical ceiling; tables by Chicago Hardware are set for supper with James G. Hardy Co. pink linen, Syracuse China plates with black rims edged in gold, and Beemak brass lamps; chairs by Howell with brass frames are upholstered in red Koroseal vinyl fabric.



Looking into the Cocoanut Grove through the illuminated Moorish archway; the bandstand is seen at the left, center of the black-stained floor is bare for dancing, outer areas are covered in red and black Mohawk carpet; banquettes at extreme right are covered in Cotan plastic from Gilford; recessed lighting by Century can be controlled for various effects.

lamps, chair frames and fixtures provide appropriately regal accent notes. Striped canopies over the entrance and the bandstand lend festive touches and echo the colors of the room with strips of red, gray and pink plastic; as a contrast, the acoustical ceiling is painted deep sky blue.

Lighting is one of the room's major assets and represents one-fifth of the $500,000 budget alloted for the renovation. Concealed in the ceiling are hundreds of recessed lights which can bathe the room in a starry night effect, or flood it with daylight brightness. Also, sections of the room can be brightened or darkened individually, and there are separate controls for illuminating the Moorish screens and backlighting the bandstand in a selection of colors. This elaborate electrical system is controlled by a theatrical lighting board, partially cantilevered into the room and incorporated into the decorative scheme. The new system offers not only a great variety of theatrical effects but also increases the flexibility in the use of the room, and in addition to its major function as a supper club, it now reaps a profitable source of revenue from luncheons, business meetings and fashion shows.

OPPOSITE PAGE: UPPER RIGHT

A festive awning of Monsanto Ultron plastic in pink, gray and white and Beemak brass lighting fixtures in a Moorish design create a colorful tent over tables set for dining; look closely and you'll see the Grove's traditional monkeys in the plastic palm trees by Grosh.

OPPOSITE PAGE: LOWER RIGHT

A red canopy of Dazian's velvet appliquéd in gold is spread over the bandstand with a background of white Moroccan screens; walls in the rear at either side of entrance are covered in Van Luit paper in Moroccan grille design.

Striking backdrop in reception room of Vinyl Fabrics Institute is a montage of vinyl fabrics from various members of the Institute in multi-textured shades of turquoise, bronze green, navy, sand and white.

Vinyl Fabrics and Wall Coverings

Vinyl plastics—two words descriptive of so many items in our everyday lives as to defy enumeration, ranging from records to golf balls, from mixing bowls to the highly decorative fabrics and wall coverings shown on these pages. How can such a great variety of products be created from the same basic elements? The answer lies partly in the versatile characteristics inherent in the raw plastic itself which at some stage in being processed is liquid in state and can be formed into practically any shape. During this fluid state, it can also be given varying degrees of flexibility and be made resistant to light, water and heat; color can be added from the palest tint to the most brilliant hue; pattern and texture can be embossed or imprinted on it. The answer is also due to the skill and ingenuity of the chemist, designer and manufacturer who have taken advantage of these properties to create vinyl fabrics unlimited in their range of decorative qualities, unique in their practical advantages.

The products featured in this survey are by members of the Vinyl Fabrics Institute who represent the leading manufacturers of vinyl fabrics for residential and institutional use. They do not include partially vinyl products such as plastic-impregnated papers, nor vacuum-molded plastics of rigid or semi-rigid vinyl. And although made by several different processes with numerous variations, all examples shown can be classified as "supported" vinyl fabrics in that they are processed under high heat and pressure and then reinforced by some kind of fabric backing, either laminated or fused with the vinyl. Although some are interchangeable as wall coverings and upholstery fabrics, the type of backing and thickness of the material often determine their application, and it is always advisable to check with the manufacturer or his distributor before ordering vinyl fabrics for some purpose other than that designated for the material.

The two leading practical aspects of vinyl fabrics are their durability and toughness, and most manufacturers offer the guarantee that their product will not chip or scratch and will resist more than average scuffing and abrasion. A test run on one vinyl wall covering, for example, showed that it had from ten to seventeen times the resistance to wear of battleship linoleum. Ease of maintenance is another important advantage, for being naturally resistant to soil and stain, vinyl fabrics can be cleaned in less than half the time necessary for ordinary wall surfaces and without the use of strong detergents or hard scrubbing. This feature also makes the use of white and light colors for upholstery no longer impractical. It should be noted, however, that vinyls are not entirely impervious to damage, and care should be taken to follow the manufacturers' instructions in the care of a particular product.

Long accepted for institutional use and in service areas where durability is a must, vinyl fabrics have in recent years added another dimension to their practical attributes — high styling — and the residential interiors pictured here point up this feature and its many facets. With the trend today towards textured wall surfaces and upholstery materials, vinyl fabrics are a natural means of enhancing an interior where color, pattern and texture are desired. These can reproduce the authentic look of grasscloth, bamboo, straw and other natural materials; or they can be distinctly original in their design and pattern. As wall and ceiling coverings, they also add depth as well as color and texture. For upholstery, they

Versatility in use of vinyl fabrics is dramatically shown by Isabel Barringer Associates, A.I.D., in this contemporary living-dining room with walls of Vicrtex white "Kamakura", ceiling of Col-O-Vin "Oxford Antique", and canopy of Fabrilite in turquoise "Castleton" pattern, perforated to allow concealed light to filter through; furniture by Baker includes dining chairs covered in Koroseal "Glitter" in brilliant tangerine, loveseats (not shown) in Tolex with black diamond jewel pattern, and club chair in Boltaflex with "Iroquois" pattern in charcoal. Specially designed floor in colors of room is of Robbins vinyl tile installed by Geometric Floors; curtain fabrics, Isabel Scott; Magee carpet; Finland House lighting fixture.

Vinyl fabrics and 18th century Georgian furniture by Kittinger are handsomely teamed in a living room designed by Manashaw and Daggett, A.I.D., who use Vicrtex gold "Damask" on walls, ceiling and Modernfold door; Federan white and gold "Paige Wire" pattern provides practical upholstery for the sofa, lounge chair and Queen Anne side chairs, while burnished black Naugahyde offers a striking contrast on the open armchair and stool; Bolta vinyl floor is white; rug from Schumacher; accessories from Accessories & Design.

Colors and textures of vinyl upholstery fabrics are subtly varied and can be easily blended with other materials as shown in this attractive living room designed by Catherine Armstrong, A.I.D. The pair of club chairs is neatly upholstered in Naugahyde "Bark" pattern, in celadon, the sofa in off-white; cushions are covered in a mixture of Naugahyde and woven fabrics; walls are off-white, the thick high pile carpet is in the same tone of celadon as the club chairs.

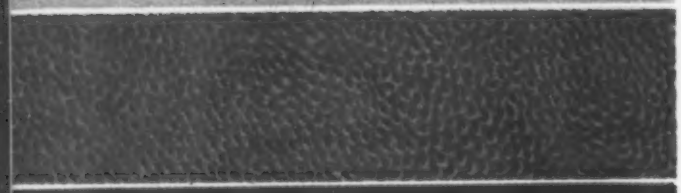
In the Pageant Lounge of the Hollywood Beach Hotel, Hollywood, Florida, Henry End, A.I.D., uses Koroseal "Rope Square" vinyl upholstery in pale hyacinth tone for the cocktail chairs which harmonizes with deeper blue of Boris Kroll fabric on the banquettes; Jofa curtain fabric, Karagheusian carpet, Chicago Hardware table bases with Micarta tops; mural by Paul Simone.

The texture of caning in Federan white vinyl wall covering enhances the design scheme created by Dorothy Draper, A.I.D. for her own New York office in black, white and cerulean blue; floor is Robbins vinyl tile; doors are flanked by mahogany pedestals and urns with handcarved decoration.

In the reception room of Meinard & Company, Beryl Austrian, A.I.D., of Intramural, Inc. uses Vicrtex mustard yellow wall covering for attractive and durable surface contrasted with teak-finished dado; chairs specially designed and made by P. Nathan are covered in Johnson leather; wall decoration by Calvert Coggeshall.

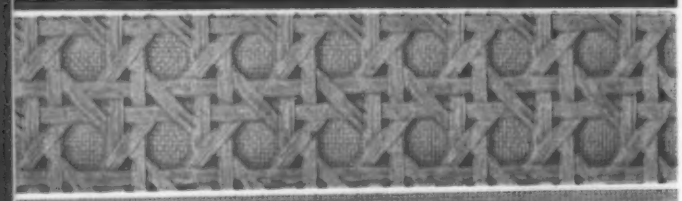
Koroseal "Glitter" used on dining chairs in room designed by Isabel Barringer Associates, A.I.D., page 63.

Col-O-Vin "Oxford Antique" on ceiling in room by Isabel Barringer Associates, A.I.D., page 63.

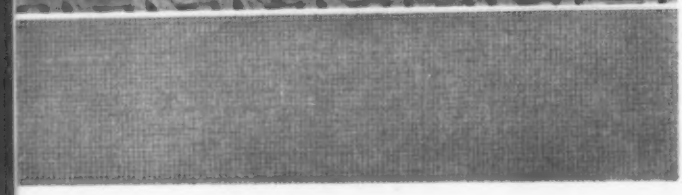


Fabrilite "Castleton-Corsican" used as ceiling canopy in room by Isabel Barringer Associates, A.I.D., page 63.

Tolex "Diamond Jewel", upholstery on loveseat in room by Isabel Barringer Associates, A.I.D., page 63.

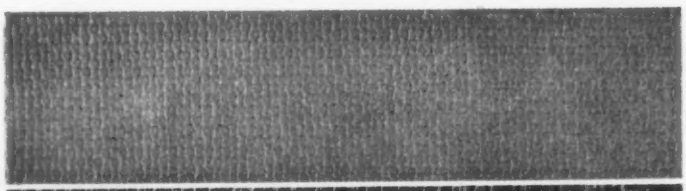


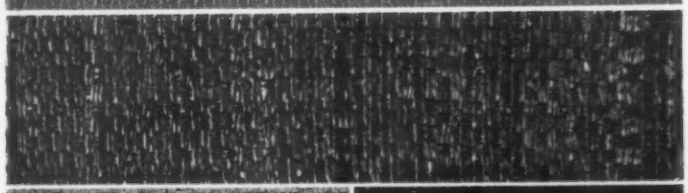
Federan "Cane" in color shown is used on wall of guest room, Hotel Bismarck, designed by Interior Guild of Decoration, page 70; in white on office walls by Dorothy Draper, A.I.D., page 65; and in pumpkin on walls of bar in Epicurean Restaurant by Robert O. Burton, page 71.



Cotan in a shantung pattern as used by Melanie Kahane, A.I.D. on wall areas in coffee shop of the Chicago Corporation, page 69. ↓

↑ *Cotan in a simulated linen texture used by Melanie Kahane, A.I.D. for wall areas in coffee shop of Chicago Corporation, page 69.*





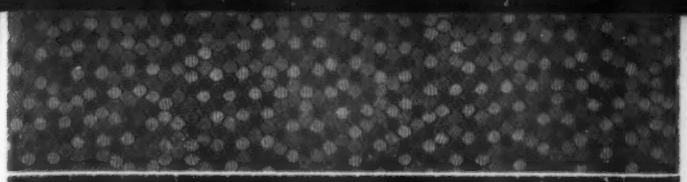
Cotan "Golden Glow" used by Interior Guild of Decoration for upholstery on combination luggage rack-bench in Hotel Bismarck, page 70.

Naugahyde "Bark" pattern used in living room by Catherine Armstrong, A.I.D., the alabaster tone for sofa upholstery, celadon on pair of club chairs, page 6

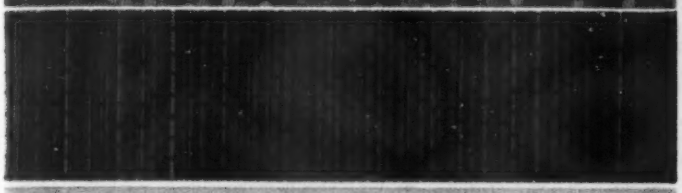
Naugahyde burnished antique black, upholstery fabric on open armchair and stool in room designed by Manashaw and Daggett, A.I.D., page 64.

Federan "Paige Wire", vinyl upholstery fabric used in living room by Manashaw & Daggett, A.I.D., on sofa, lounge chair and Queen Anne side chairs, page 64.

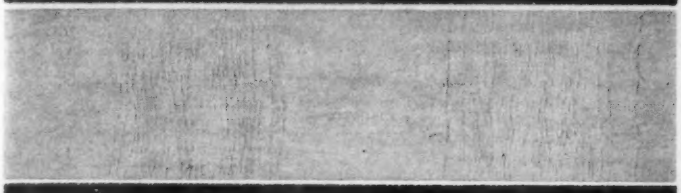
Fabrilite used by Leigh Allen as wall covering in reception room by Socony Mobil Oil Company, page 70.



Vicrtex "Damask" used in living room by Manashaw & Daggett, A.I.D. on walls, ceiling and Modernfold door, page 64.

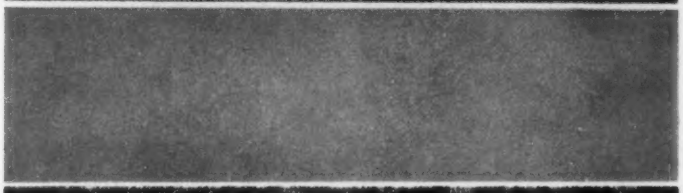


Boltaflex "Kowloon" pattern, an upholstery fabric adapted as wall covering in room designed by d'Argout Ferguson, A.I.D., page 71.



Vicrtex "Kamakura" used by Isabel Barringer Associates, A.I.D., on walls in living-dining room, page 63.

Cotan "Harlequin" used for upholstery on banquettes in Gold Feather Room designed by Ken White Associates, page 69.



Naugahyde "Glazed Antique" used as upholstery on pair of chairs in room by d'Argout Ferguson, A.I.D., page 71.

Naugahyde "Glazed Antique" used in living room by d'Argout Ferguson, A.I.D., on chimney breast, doors and sofa seat, page 71. ↓

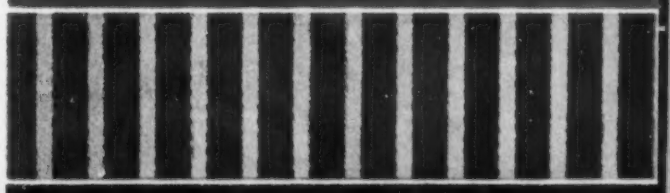
↑ *Boltaflex "Iroquois" used in room by Isabel Barringer Associates, A.I.D., for upholstery on club chair, page 63.*

Boltaflex "Palomino", an upholstery fabric adapted for ceiling covering in room by d'Argout Ferguson, A.I.D., page 71.

Col-O-Vin "Guard" in Venetian Brick pattern used by Kenneth Hull on walls in Colonial Inn Motel, page 69.

Boltaflex "Continental", new vinyl upholstery material with nylon jersey backing produced by Bolta's "Controlled Lamination" process; available in 20 colors.

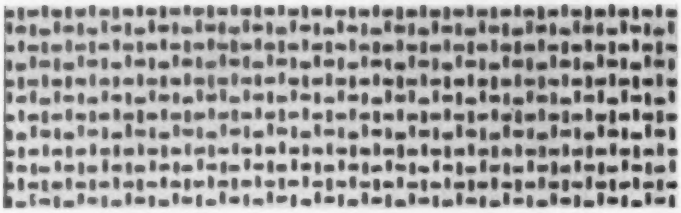
New striped Naugahyde developed by U. S. Rubber Co. and Knoll Textiles is "breathable", comes in quarter inch stripes on white ground in light gray, sky blue, persimmon, yellow and black.



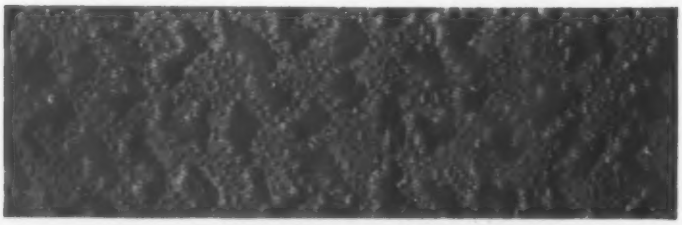
Col-O-Vin "Scandia" features metallic look of gold, copper or silver; available in unsupported vinyl sheeting or in elastic-backed upholstery, 9 colors.

Fabrilite "Siam" pattern in breathable vinyl upholstery has iridescent quality simulating texture of raw silk; available in 10 jewel tones.

Nygen Tolex in new "Monticello" pattern designed by Robert M. Coulter is made in variety of multicolors for upholstery use.

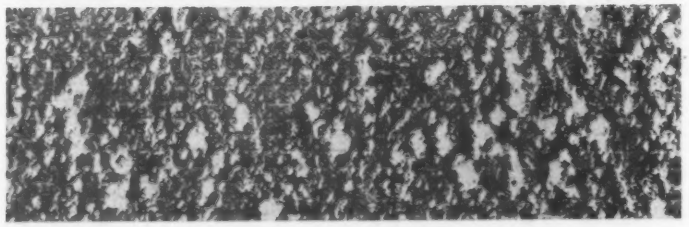


Duran "York", an elastic-backed vinyl upholstery fabric in 11 colors, each sparked by touches of silver.

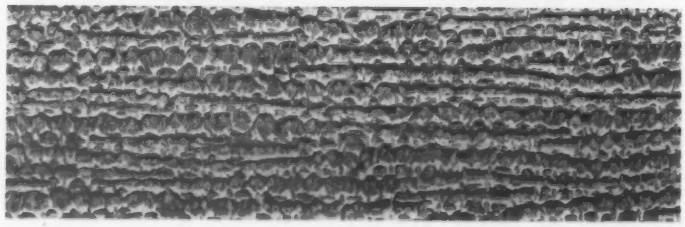


Versilan "Colorado", 32-ounce heavy vinyl coated fabric for upholstery with strong elastic backing bonded to the vinyl available in 13 colors with iridescent effect.

Newest Koroseal vinyl fabric is called "Moss", a swirling design in 13 colors, made with elastic back for upholstery and in special construction for wall covering.



Terson "Scotchman" pattern has heavy vinyl coating fused to textile back; selection of two toned effects.



Joanna vinylized wall fabric in "Ruffian" pattern is 36" in width, has a light reflectance value of 33%, available in extensive color selection.

Viertex "Cathedral", a shimmering pattern which reflects light and gives illusion of varying surface, height and depth; can be used as wall covering or upholstery fabric.

For the coffee shop of the Chicago Corporation, Melanie Kahane, A.I.D., uses two patterns and colors of Cotan vinyl plastic wall covering from Gilford: mustard yellow linen texture above the planting box and return to stairwell, pale blue shantung pattern above the counter; chairs by Macey-Fowler are covered in blue leather, carpet by Edward Fields is blue and green with an hourglass pattern, tables by Westcort are walnut and ebony.

In motel lobbies where wall areas are subject to soiling and damage from abrasion, vinyl wall covering solves the maintenance problem and provides an attractive surface as shown in the Colonial Inn Motel at Miami Beach designed by Kenneth Hull of The Maxwell Company who uses Col-O-Vin "Guard" with a Venetian brick pattern in pale citron on the walls; cane-back chairs from Grand Ledge, the angled sofa by Craftsmen's Village upholstered in Thorp blue fabric.

The extensive pattern and color range of vinyl fabrics is well illustrated in the Gold Feather Room at the State University of Iowa designed by Ken White Associates with chairs covered in Koroseal "Vegas" in turquoise, yellow, black and canteloupe, the banquettes in Cotan "Harlequin" pattern from Gilford, the backs in blue, the seats in gray. All furniture made by Armstrong with table tops of Parkwood.

blend with woods, metals and other fabrics, and being pliable they are easy to tailor without wrinkling even over difficult contours and over spring-filled or foam rubber furniture. And although contemporary in feeling, they harmonize perfectly with most traditional or modern furnishings.

The Vinyl Fabrics Institute whose purpose is "to inform and educate the users of vinyl fabrics regarding their application and merits with a view of maintaining and improving high standards of quality and service throughout the industry" currently has a membership of twenty companies. Officers include Fred L. Ford, Athol Manufacturing Company, president; C. Gordon Jelliffe, Columbus Coated Fabrics Corporation, first vice president; Paul Howard, Weymouth Art Leather Company, second vice president; and Paul F. Johnson, Vinyl Fabrics Institute, executive secretary. The member companies are listed below, and the trade names in parentheses are those generally used to identify the vinyl fabrics or wall coverings they manufacture.

American Finishing Company
Athol Manufacturing Company (Terson)
Bolta Products, Division General Tire & Rubber Co. (Boltaflex; Boltawall)
L. E. Carpenter & Company (Vicrtex)
Columbus Coated Fabrics Corporation (Col-O-Vin)
Cotan Division, Interchemical Corporation (Cotan-Cohyde)
E. I. duPont de Nemours & Co., Inc. (Fabrilite)
Federal Industries, Division Textron, Inc. (Federan)
The Firestone Plastics Company
General Tire & Rubber Company
Goodall-Sanford, Inc. (Goodallite)
The B. F. Goodrich Company (Koroseal)
Jamestown Finishes, Inc. (Tavalon)
Joanna-Western Mills Company (Joanna)
The Landers Corporation (Versilan)
The Masland Duraleather Company (Duran)
Respro, Division General Tire & Rubber Co.
Textileather, Division General Tire & Rubber Co. (Tolex)
United States Rubber Company (Naugahyde)
Weymouth Art Leather Company

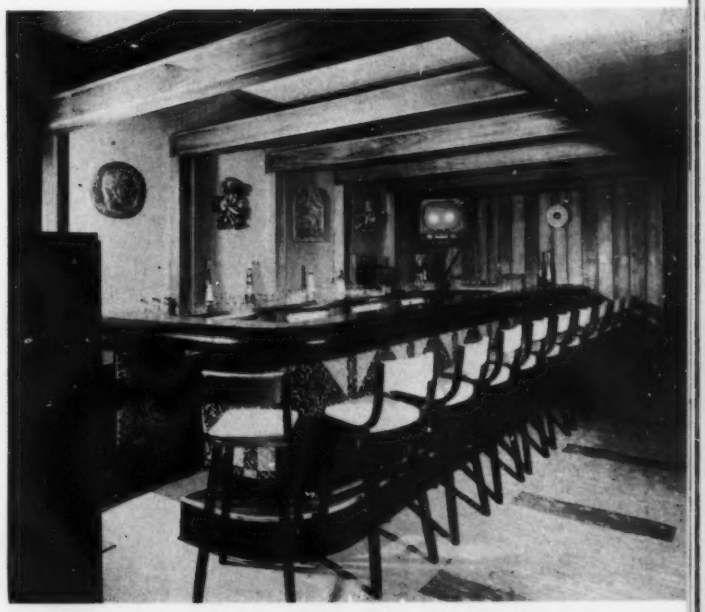
Editor's Note: On pages 66-67 it has been impossible to realize accurate color and brilliance in every instance due to limitations in color printing.

For the Hotel Bismarck in Chicago, Joe Ann Walters of Interior Guild of Decoration created a combination luggage rack and seating bench using wood, magnesium frame and Cotan "Golden Glow" vinyl plastic from Gilford for flip-up cushion; walls covered with Federan "Cane" in citron, also from Gilford, will resist abrasion.

Walls in turquoise Fabrilite provide subdued color and rugged durability in the reception area of Socony Mobil Company designed by Leigh Allen of James G. Carr, Inc.; table from Directional, rug A. & M. Karagheusian.

Extra design elements can be added to vinyl wall coverings as shown in the bar and cocktail lounge of the Lucerne Hotel in Miami Beach designed by Henry End, A.I.D. where a Robert Bailey mural in blue and green is executed in vinyl inks on white Koroseal; the bar is also faced with Koroseal and bar stools by Craftsmen's Village are upholstered in charcoal Fabrilite.

Several vinyl fabrics are harmoniously combined with natural fabrics and textures in this "modern room with a past" designed by d'Argout Ferguson, Inc., A.I.D. Glazed antique Naugahyde in mocha is used to cover chimney breast, doors and sofa seat; walls are in aquamarine Boltaflex and ceiling is Boltaflex "Palomino" pattern, both vinyl upholstery fabrics but adapted here for wall coverings; pair of armless chairs is in Naugahyde "Glazed Antique" bamboo. Furniture by Harvey Probber, Amtico vinyl tile floor in aquamarine and Nubian brown, installed by Century, is accented with V'Soske beige carpet; Schumacher curtain fabric is beige textured bouclé; accessories from d'Argout Ferguson.



Federan "Cane" in pumpkin provides an interesting textured background for the bar of the Epicurean Restaurant in Chicago designed by Robert O. Burton; because of its easy maintenance, antique white elastic Naugahyde is practical upholstery on Shelby Williams bar stools.

Scheming for Individuality

It is desirable, as perhaps it is inevitable, that in developing an individual scheme of decoration for the interior of a house there be strongly conflicting currents of styling that can mingle and enrich each other. But this can come about only if the interior designer is aware of the decorative potentialities inherent in the architectural background and the furnishings themselves from the outset. Consider, for example, the application of the principles of decoration involved in the rooms shown here, where is evidenced the vast difference between an informal decorative treatment with furnishings of formal design in the scheme and a formal treatment of décor with furnishings of informal design, both types expressed in a stimulating rendition by Nathanson-Salamone Interiors, of New York, in the house of the clients, Mr. and Mrs. Richard Rubin, in Scarsdale, N. Y.

A livable traditional atmosphere is contributed to the living room by furniture of authentic styling and accessories of select quality, mainly of French origin. Such items are given great style throughout by special application. For instance, in the dining room a slab of marble, hung on chains against a papered wall, has been converted into a buffet, forming a distinctive decorative feature; painted furniture has been combined with antique woods in natural finish for a pleasing effect; and for the table lighting there is an old chandelier with shaded candles.

Photographs, Jack Richardson

Furniture grouping opposite big window in living room is notable for selectivity and relationship in scale of individual items comprising the ensemble; walls are lighter tint of Mediterranean blue in Rugcrofters carpet, from Gotham, with this delightful color seen again in Larsen blue and white texture fabric with bright blue Lurex, on Giannola sofa and upholstered chair, in Eaglesham sharp blue and white linen, repeating fabric on small sofa at fireplace; accent colors appear in Medici blue velvet and golden topaz silk, from Bergamo on pillows; Louis XV provincial walnut antique lamp table, from Three Centuries, holds one of pair of Directoire lamps from Ed Martine, with Siegman-Ambro silk shade; cocktail table with slate top was converted from Henri IV rush seat bench, by Don Ruseau; painting is by Feininger; and specially designed shoji screen, walnut frame with Fiberglas panels, is by Danrigon.

← *Living room, in a symphony of blues appearing in painted walls, Rugcrofters carpet from Gotham, and upholstery fabrics, has contrasting white in painted ceiling, and Dan Cooper mesh fabric for curtains; mahogany bench from Charles Gracie, at window, holds Three Centuries orange-bronze antique Venetian candlestick lamp for reading; Giannola upholstered chair and ottoman in Isabel Scott sapphire blue wool fabric; rosewood spoon-back chair, from Smith & Watson, has Medici blue Thaibok silk cushion; Giannola small sofa, in Eaglesham sharp blue and white linen upholstery, with cushions of contrasting Thaibok silks, matches upholstered chair at opposite end of room.*

This fine application of design to decoration for individuality is evidenced in the living room in three other ways: at the fireplace with its overmantel treatment and casualness established by the furniture arrangement; at the long window by the simple decorative treatment of the curtains and the adroit placement of chair and ottoman and lamp table in relationship to the long window; and finally in the furniture arrangement opposite, for conversation, consisting of sofa, lamp tables, lounge chairs, and cocktail table with slate top which was contrived from an antique bench.

Another notable achievement in the decoration is the adept handling of color throughout: in this instance a symphony of blues with subtle off-white and beige tones introduced only to make the blue appear bluer.

The result is a house completely restful and friendly, the décor basically traditional in style with strong overtones in the contemporary manner contributed mainly by upholstery fabrics, architectural background and works of art forming an outstanding collection assembled by the clients.

Background of guest room consists of walls in golden pine sheathing and Armstrong natural cork floor, from Vogue Carpet, who also supplied off-white area rug on which is set Murals sand and white mosaic tile table on brass base; pair of Knoll sofa beds are upholstered in Dan Cooper orange and charcoal fabric, facing wall with built-in bookcases and cabinet for television and high fidelity; contrasting accent pillows in aspen green, white and orange rough silks from Thaibok and from Bergamo; wood blinds specially woven by Jack Larsen coalesce colors of room; accessories include off-white ceramic lamp from Rena Rosenthal and modern wall hanging in needlework, by Mariska Karasz.

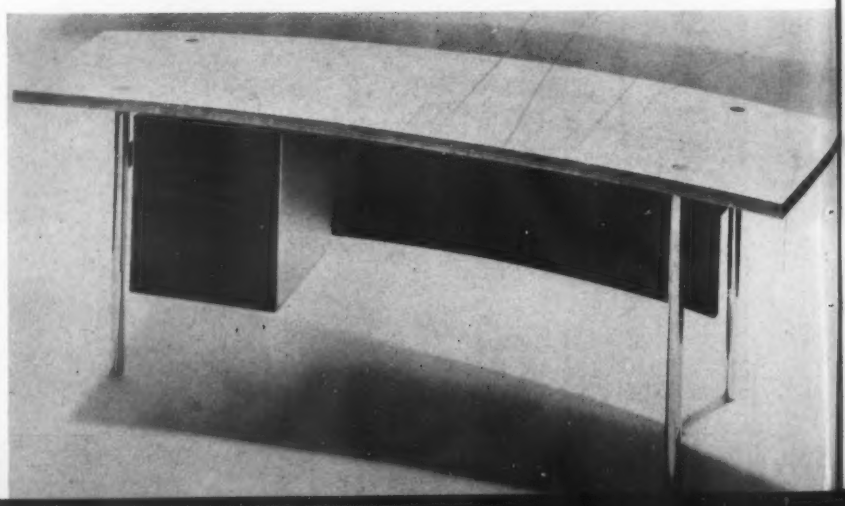
View of dining room through living room doorway reveals Dan Cooper off-white mesh curtains and one of two walls in Mediterranean blue and white wallpaper by Gene McDonald, forming background for specially designed marble buffet, hanging on antiqued bronze chains, installed by Danrigon; Rugcrofters rug with matching fringe, from Gotham, blends with blue walls, complements floor stained dark teakwood; Don Ruseau mahogany pedestal table and Mavro antique Directoire settee in Larsen white Haitian cotton; old chairs and sideboard, under Secunda painting, are painted old white and striped in golden topaz matching Scalamandrè twill silk upholstery fabric; antique chandelier from Past & Present is Italian Directoire in style, painted black and gold.

Feature of kitchen is Bowen gray-and-white-check ceiling paper and Schumacher gray-and-white-check fabric for café curtains, contrasted with white walls and Armstrong yellow and gray linoleum floor; all fixtures are pale yellow, and tables have light gray Formica tops; dining corner has Directional table with white Carrara glass on black iron base matching Salterini chair with woven rush backs and Gilford black patent leather seats; lighting fixture, in brass and natural rush, from Finland House; and Sandfort plant bracket is white.

Market Preview

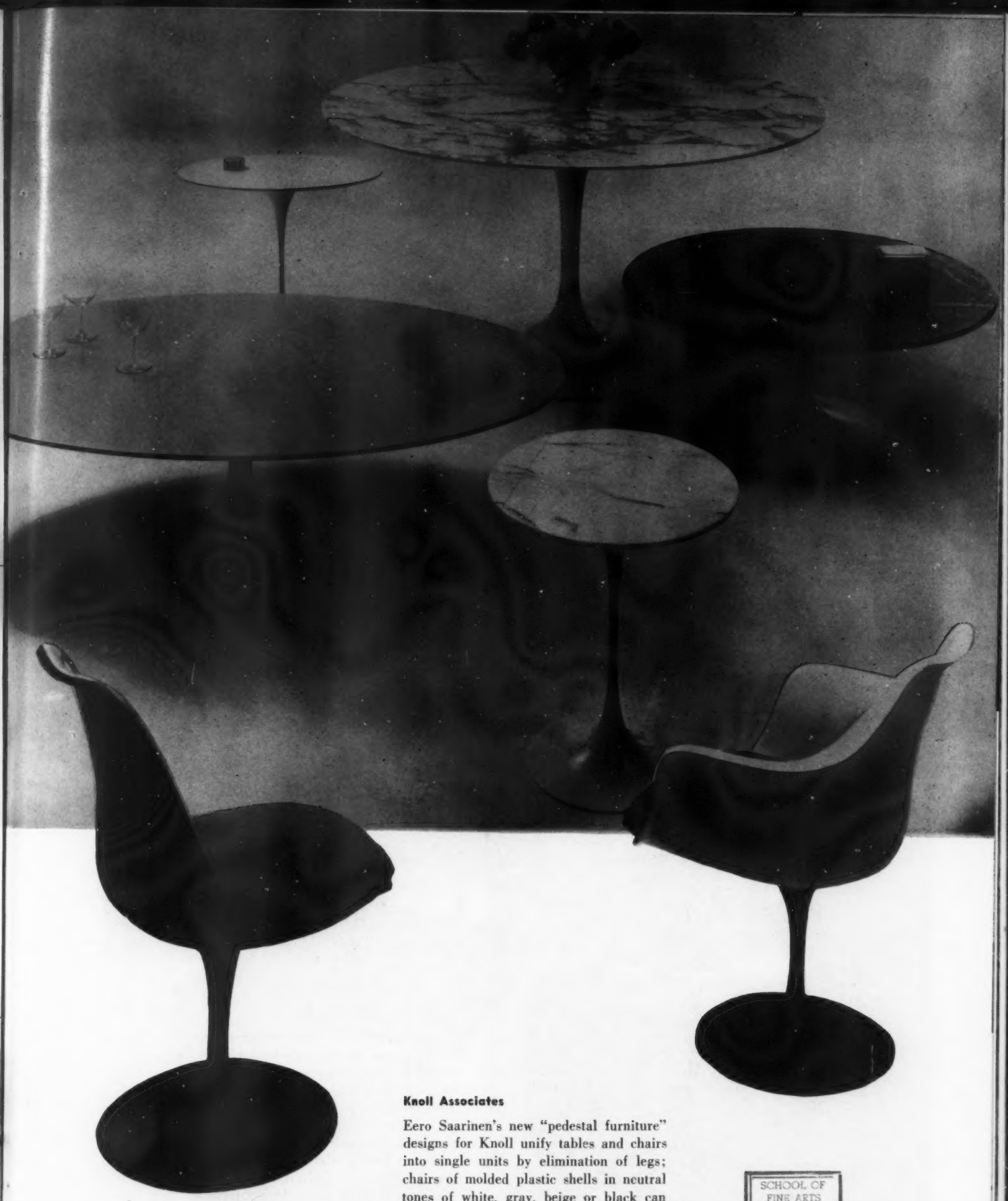
Kittinger

Mahogany cabinet above is a Queen Anne reproduction, the doors with molded panels inside and out and the interior finished in a choice of color; a pull-out shelf serves as a writing table; shown as a bar, it can also be used as a bookcase. The curio cabinet-bookcase shown at right was inspired by an English Regency original, is made of mahogany in dark teak finish, measures 46″ high, 41″ wide, 16″ deep; design on doors is antique gold leaf.



Laverne

Metal, wood, marble and silk are combined in this new desk designed by George Moon; walnut drawers fit into suspended case of chrome steel, the top is polished travertine marble, and the front (not shown) is covered with handwoven, vertically striped silk.



Knoll Associates

Eero Saarinen's new "pedestal furniture" designs for Knoll unify tables and chairs into single units by elimination of legs; chairs of molded plastic shells in neutral tones of white, gray, beige or black can be accented with bright upholstery, include side, arm and swivel models, the latter featuring a special device that automatically returns the seat to its proper position. Sofas and lounge chairs are being planned for the group.

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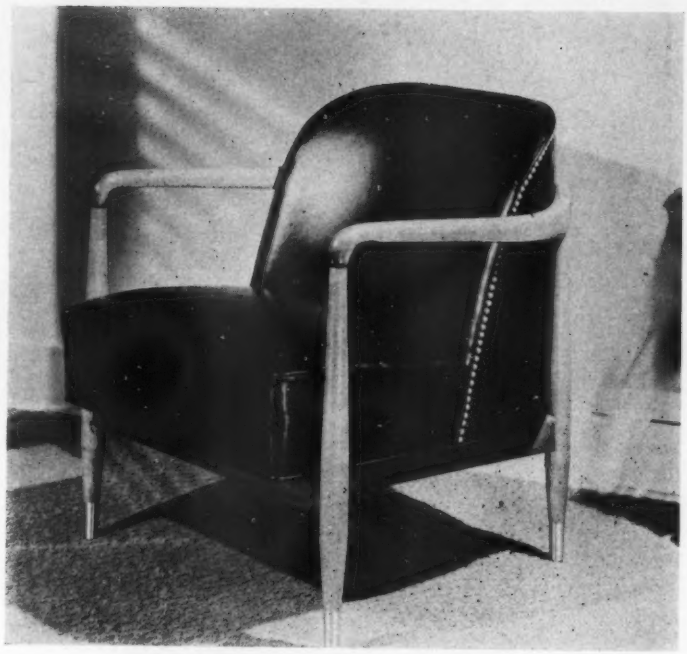
Jens Risom Design

From a new collection of Risom designs planned for residential and business interiors, this counter stool is 39″ high, has tight upholstered seat, wood frame and back in walnut or birch; foot rest is brass. Viewed from any angle, the sculptured frame of Risom's latest "signature" chair is graceful with its suspended seat, tapered arm and bobbin leg cradle on tilt glides which adjust to any unevenness of floors.

The swivel chair is one of three versions of new light-in-scale upholstered chairs including high armchair and low easy chair. The versatile office cabinet, left, with pull-out dictation slide, horizontal and vertical storage compartments, is available with several variations. All new pieces in walnut with lacquer or rubbed linseed oil finish or birch in lacquer finish. Shown in Chicago at Pritchard & Roberts.

Fancher

Harvest table from Fancher's "Cherry Court" collection of Colonial-inspired designs by Henry F. Warren is 66″ by 40″ with leaves up, only 20″ deep when pushed against the wall; wood is solid cherry.



Niemann, Inc.

Leather-upholstered seat and back unit is cradled in sculptured hardwood frame that wraps around the tapering back and continues to form arms and legs in this lightweight lounge chair; standard or custom finish available at no extra cost.

J. L. Chase Co.

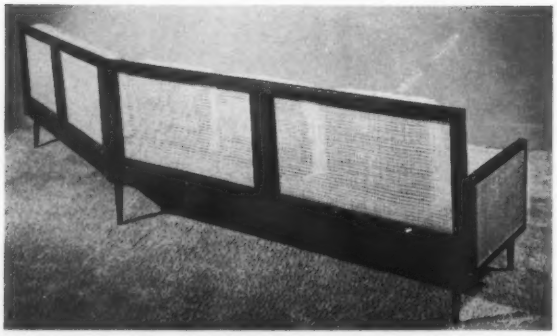
Shown at Chicago's American Furniture Mart, this "chain of chairs" designed by Henry P. Glass Associates can be used in separate units, circular, straight line or serpentine arrangements, ideal for reception rooms or institutional interiors; detachable arms and connecting table tops in rectangular or wedge shapes are interchangeable.

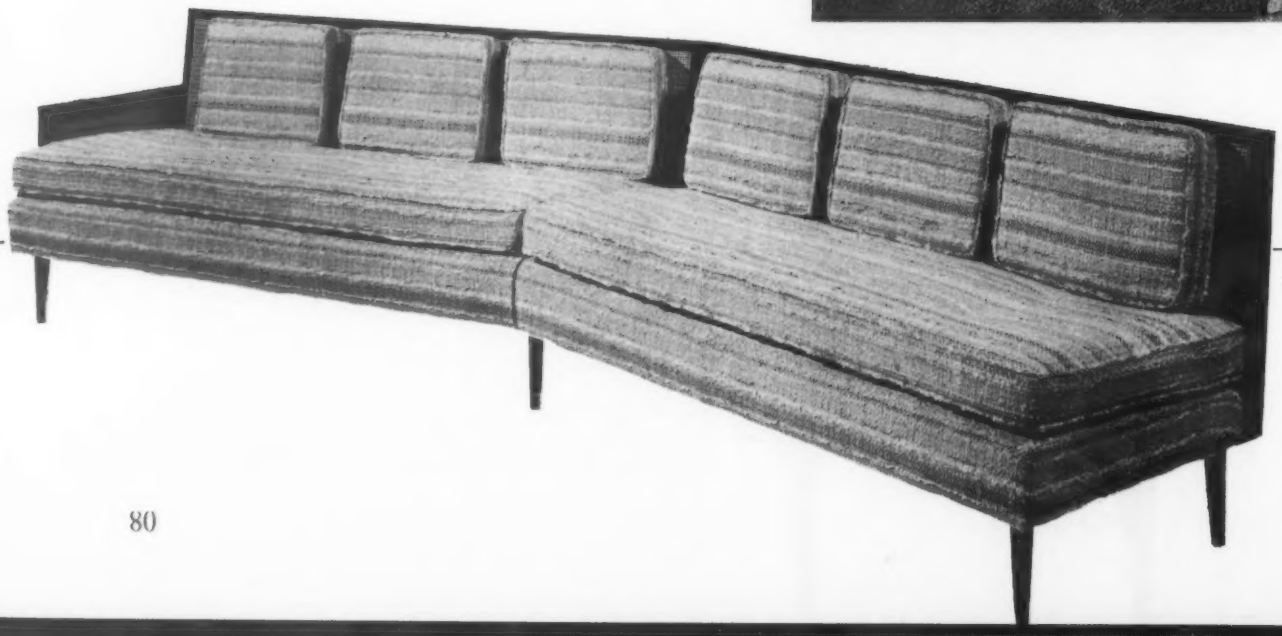
Mt. Airy Furniture Co.

Cabinet from new "Casalinda" collection designed by Ray Sobota features walnut wood in bleached distressed finish, and chased pulls in shape of Spanish doubloons; inlaid mosaic tile section in top.

Davidson, Ltd.

For small dining areas, this 36″ diameter table in walnut is an attractive space saver, available with wood or Formica top. New sofa with cane back and arms has loose foam rubber cushions, can be ordered as chair, loveseat, angled, curved or straight-lined sectionals.





Meldan

From Meldan's new "Court French Anthology" collection of 26 living, bedroom and dining room pieces, we show a card table, stained white with pale blue trim, and parquet top cocktail table in walnut, 28″ by 48″ by 17″ high; shown in Chicago at Hargri.

Otto Gerdau Co.

Fibre seat and back give this Danish-imported chair an airy open look as contrasted with the beechwood frame in teak, saddlewood or walnut finish; the attractive storage cabinet has three sliding doors and three drawers, measures 4 feet 2 inches in overall height.

Artful Interiors

The integration of art with interiors in many styles is effectively illustrated in two recent exhibitions, one called "At Home with the Arts" and sponsored by the Silvermine Guild of Artists, the other presented by the Brooklyn Museum and featuring a series of "Table Settings, the Old with the New". The two exhibits offer an interesting means of comparing the use of contemporary and traditional art forms, since the Silvermine rooms are designed by members of the Interior Designers Associates around modern paintings and sculpture by artist-members of the Silvermine Guild, while the Museum settings emphasize the use of antique art objects with contemporary furnishings. Shown on this page are two of the four settings at the Brooklyn Museum; on the following page are two of the ten rooms presented by the Silvermine Guild.

An early 19th-century screen of Latin American origin lends dramatic appeal to this outdoor dining setting by Ed Langbein with off-white dinnerware blending with American pewter and the natural bamboo tones of Langbein-designed furniture; antique metal fire grate from William A. Jackson.

Russel Wright who believes "we have a growing emotional need for small objects which in design have personality and charm" expresses this philosophy in a setting combining Japanese objects with his chinaware designs for Edwin M. Knowles displayed on Finn Juhl bench from Georg Jensen; an Early American rocking chair lends note of charm against contemporary background with Jack Lenor Larsen curtains and rug, and Noguchi fixture.

UPPER

A painting by Donald M. Purdy lends its colors of yellows through golds and browns to a dining room designed by Frank J. Reddington of Clara Brock Lownes; walls in yellow and white paper from Nancy McClelland; floor covered with Katzenbach & Warren plastic wall covering; dining table and chairs by Richard L. Sandfort; Directoire cabinet, Traditional Reproductions; serving table with bronze sheaf-of-wheat base, American S.E.R.P.E. Corp.

LOWER

A painting by Shirley Kaplen and wall sculpture by Albert Jacobson provide dramatic accents in a room by Isabelle and Harry Yolen; one wall in Grace Richey Clarke handwoven fabric in Siamese pink, orange, black and gold is a striking contrast to white texture on the sofa; Robbins vinyl floor is white with inlaid chips of gold metal and black in a random pattern; wall unit by Selig; table and chairs from Founders; hanging fixture, Decorative Imports.

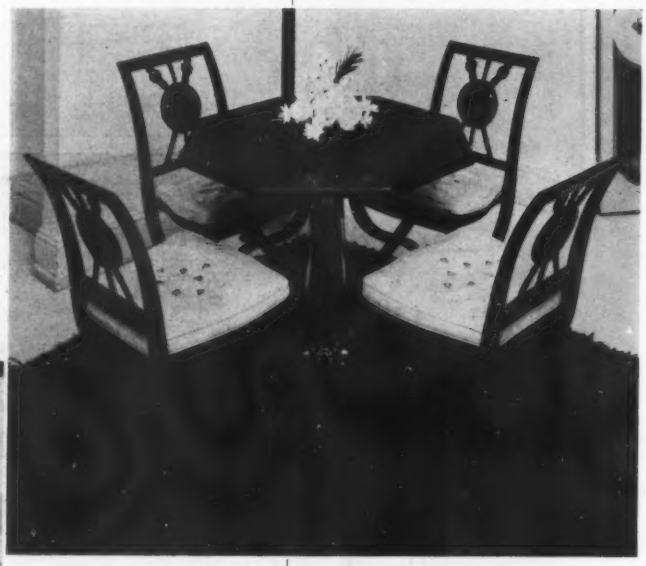
7 INTERIOR DESIGNERS

In Profile with Examples of their Work

Gery Hecht
New York, New York

Mrs. Hecht studied at Ohio State, University of Cincinnati and the New York School of Design. She frequently works as a color consultant and specializes in architectural renovations, both private and contract. She is currently engaged in plans for a new motel in Florida.

A collection of contemporary French paintings on white walls forms a striking contrast to traditional furnishings in this living room. Furnishings include Fine Arts sofa covered in Scalamandrè charcoal damask, pair of 18th century Venetian figures from the Flea Market used as tables, Empire desk chair from Zoleo and end tables from Meredith Galleries. Bronze-gold curtains and white overcurtains are of Verde's Empress taffeta; the floor is Robbins white vinyl tile with gold area rug from Stark Carpet. Folding Directoire chairs reproduced by S. Cavallo have cushions in Adams white leather; the brass base of the game table is from David Weiss.

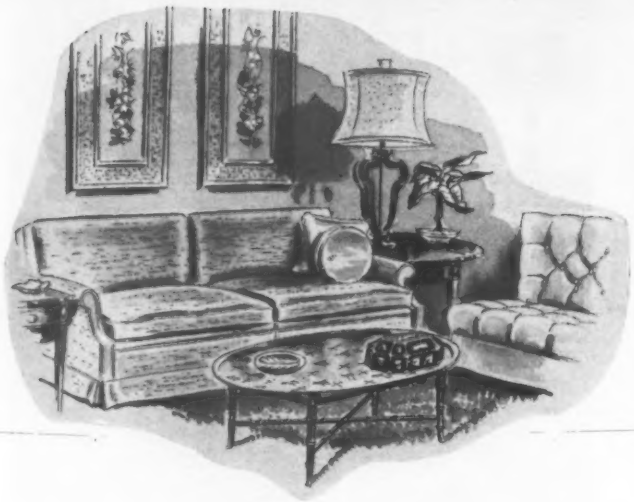


Leon Kohlenberg
Detroit, Michigan

Mr. Kohlenberg studied interior and architectural design at Wayne State University, the Art School of the Society of Arts and Crafts and Cranbrook Academy. He began his professional career as consultant decorator in 1950, established his own firm in 1955 designing both residential and commercial interiors.

A clean, uncluttered look is achieved in a small living-dining area with a simplified background and a few, large-scale pieces of furniture including 40″ coffee table and 84″ sofa from S. J. Campbell with black textured fabric from Jack Lenor Larsen, pair of lounge chairs from Ralph Morse Furniture Co. in Boris Kroll apricot and brown tweed, and Cocheo wing chair in Fortuny apricot print on silver. The muffin stand lamp from Doris Dessauer serves a double purpose. Walls above chair rail are painted off-white and brushed in apricot, the area below is apricot. Carpet is Rugcrofters sculptured design in apricot, curtains in Kent-Bragaline plaid echo colors of the room. Antique ceiling fixture is from Four Seasons. In the dining area, furniture by Mt. Airy is custom finished in weathered oak, Paul Heinley shutters are lacquered black. Pair of lamps from Borghese, obelisk from Interiors Import.

Photographs: Ray Pillsbury



Dorothy Ross Lawhon, A.I.D.
New York, New York

Miss Lawhon is Executive Head of the Interior Decorating Department, Furniture Stylist and head of Contract Department for W. A. Hathaway of New York. A native of San Antonio, she is a graduate of the New York School of Interior Design and studied extensively in Italy under the tutelage of Alda de Flippe. She has lectured at Trinity University, San Antonio, and has written radio programs and newspaper articles on decorating and home furnishings.

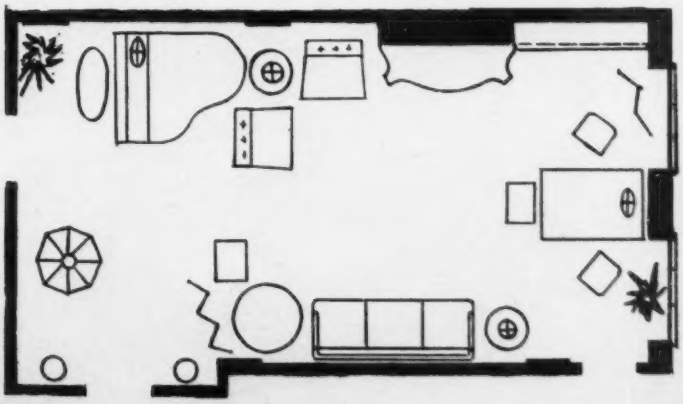
In the living-dining room of an apartment in New York's Manhattan House, Miss Lawhon blends traditional and contemporary furnishings against a background of ice blue walls and olive green carpet. Curtains are S. M. Hexter print of gold and ice blue medallions on olive green batiste, the sofa is covered in blue-green texture from Norman Trigg with accent pillows in Scalamandrè yellow fabric. The Kittinger coffee table has a removable carved tray-top, the lamp is from Abels-Wasserberg. Furniture in the dining area includes oval table by Drexel, custom chairs upholstered in Greeff sky blue antique satin, chandelier from Crystalite.

William Allyn Leonard
New York, New York

Mr. Leonard attended Parsons School of Design in New York and Europe, has been with R. H. Macy Co. for the past two years, specializing in contract decorating.

White walls and Kandell fabrics in crisp tones of blue and green provide a striking color scheme for this living room in a New York apartment with furnishings in French styling including antique marble-top console and green lacquer desk chairs with Chinoiserie decoration from Murray Hill Muse. Pull shades at the windows are kelly green and white stripe; the Louis XIV floor design is painted in white on Armstrong green linoleum. A pair of Guild lounge chairs is grouped with white wicker table from Mario Antiques and Paul Hanson white opaline lamp, the wall behind decorated with Empire prints from Hanson Harrell. Sofa from Fine Arts is reflected in A. & S. Glass mirror.

Photographs, Lewis Chaplin



Lawrence F. Moran
New York, New York

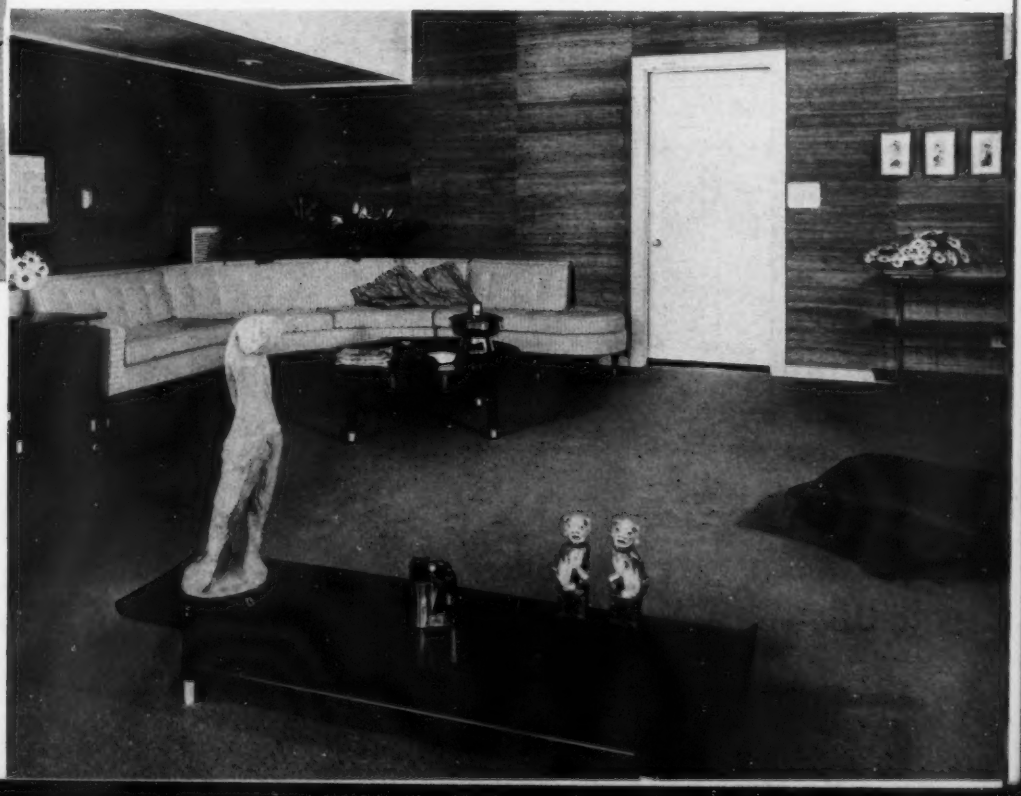
A graduate of the University of Louisville, Mr. Moran was formerly associated with Cross & Son, Architects, and Elisabeth Draper, A.I.D. He currently has his own business designing residential and commercial interiors and also does consultation work in color coordination, layout and watercolor renderings.

Mr. Moran achieves a spacious open feeling in this contemporary living room of a country house in Redbank, N. J. with off-white walls and off-white linen curtains from Utrecht at 28-foot expanse of windows. Carpet from PRM Floor Coverings is olive green harmonizing with Boris Kroll blue, green and purple stripe on Directional sofa designed by Paul McCobb, the colors repeated in accent pillows on a raised slate shelf around the fireplace. A pair of chairs from Knoll is covered in white leather and the small stools from Avard in white linen. The Directional armchair spotlighted here is used on the opposite side of the room from that shown; the brass fixture is from Finland House.

Ernest Nereaux, Jr., A.I.D.
New Iberia, Louisiana

A native of Louisiana, Mr. Nereaux was educated at Feather & Feather School of Design in Houston and holds a B.S. degree from the University of Houston. He is head of his own studio, Nereaux Interiors, where he designs residential and commercial interiors. He is now serving as a member of the Board of Governors of the Texas Chapter.

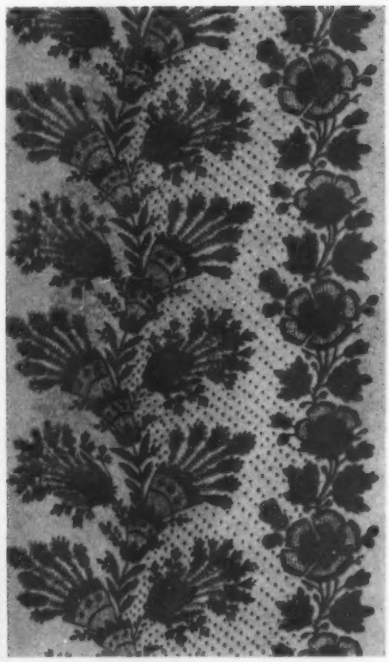
For the family room in an old Louisiana plantation home, Mr. Nereaux uses a monochromatic color scheme of blue-greens as seen in grasscloth wall covering, Mohawk carpet and Lussky, White & Coolidge "Plum Blossom" silk fabric at window-doors which lead to a terrace and bayou beyond. Flanking the doors are Paul Heinley's "frozen" plastic panels concealing television and high fidelity equipment. Furniture is Consider Willett's Trans-East collection in charcoal mist, the sectional sofa by Robinson-Johnson in soft blue-green harlequin design. The pair of Foo Dogs on the table-bench is from Wing On Company, the sculptured pieces from Seven Moon Studios.



Constance Roth, A.I.D.
New York, New York

Miss Roth attended the New York School of Design and also studied with Hans and Winold Reiss. She was associated with another decorator for six years, has had her own business for seven years designing interiors in and around New York, Buffalo, Chicago and Montreal, Canada.

Keynote of this attractive living room is its effective furniture groupings with Mason Art sofa upholstered in Bergamo Bristol blue taffeta, combined with Barclay Square spoon-back chair and Foreign Furniture Factors club chair in deeper blue Scalamandrè fabric. The open back of the settee from Edward Pashayan provides an interesting silhouette as one enters the room, while the corner grouping of card table and chairs from Cassard & Walker serves several functions. Curtains of white silk taffeta from Patterson have a border printed in blue by The Window Shop; walls and carpet are off-white. In the pleasing entrance foyer, wallpaper is from Murals, Inc., white and gold dining chairs by Edward Pashayan, the white metal fixture from Metropolitan.



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Market Spotlight

continued from page 44

Wycombe Meyer
In Dramatic New Setting

Wycombe Meyer Company—the latest firm to open showrooms at The Decorators Mart, 425 East 53rd Street, New York—has created an especially appealing series of backgrounds for their extensive collection of furniture. Decorators may be somewhat surprised as we were to discover just how extensive the Wycombe Meyer line is when viewed in the uncrowded spaciousness of the new showroom, for we noted pieces we had never seen before in the somewhat cramped quarters of their former showroom. Individual groupings are skillfully arranged in a wide variety of settings depicting design influences ranging from the formal styling of 18th-century Versailles to the more casual simplicity of 20th-century contemporary. Highlights of these settings are handpainted murals by artist Richard Neas who has captured the flavor of the various decorative moods and richly enhanced the overall vignettes. In the Versailles setting shown here, for example, *trompe l'oeil* drapery folds in pale yellow provide an elegant and sweeping backdrop for a loose pillow-back sofa and wing chair, both in pale yellow, and a cane-back lounge chair upholstered in white satin damask. The contemporary grouping includes a neatly tailored sectional sofa, cocktail table with mosaic tile top and armless chair covered in green and black diamond fabric, set against a mural which lends a feeling of depth and texture to the room. Accessories and lamps in all settings are from Edna Kanter and Old World Import, Inc.

Continued on page 95

HOOT MON! If you're a thrifty planner, you'll surely appreciate "Scotchman." Because this handsome pattern combines economy with quality to a remarkable degree.

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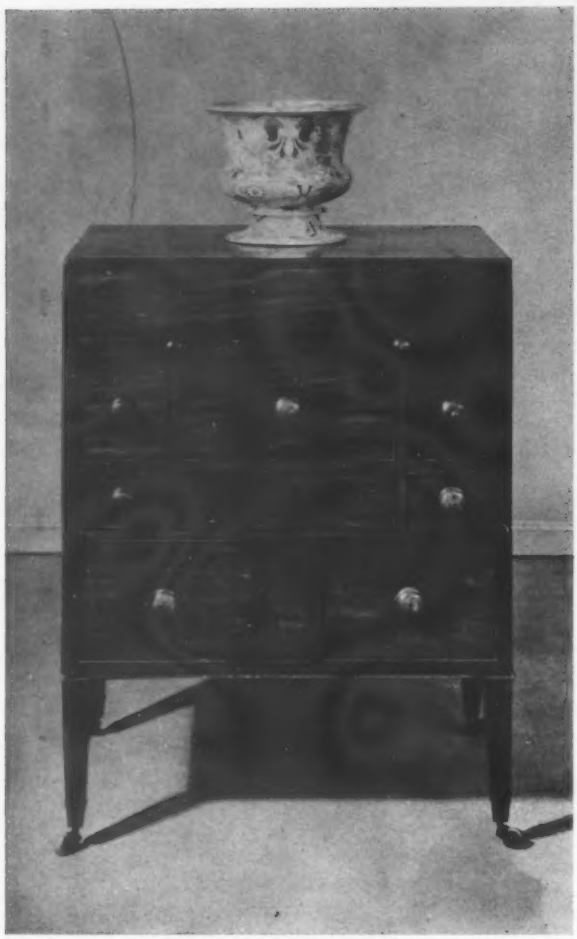

HALL HOUSE

This antique mahogany chest for a seacaptain's cabin, with built-in washbasin, grog drawer, writing desk, map compartment and ice bucket (?), comes from an Isle of Wight shipyard.
The creamware jardinier is Spode, circa 1820.

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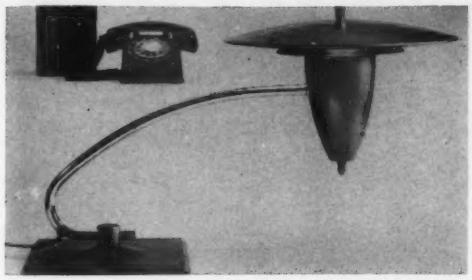
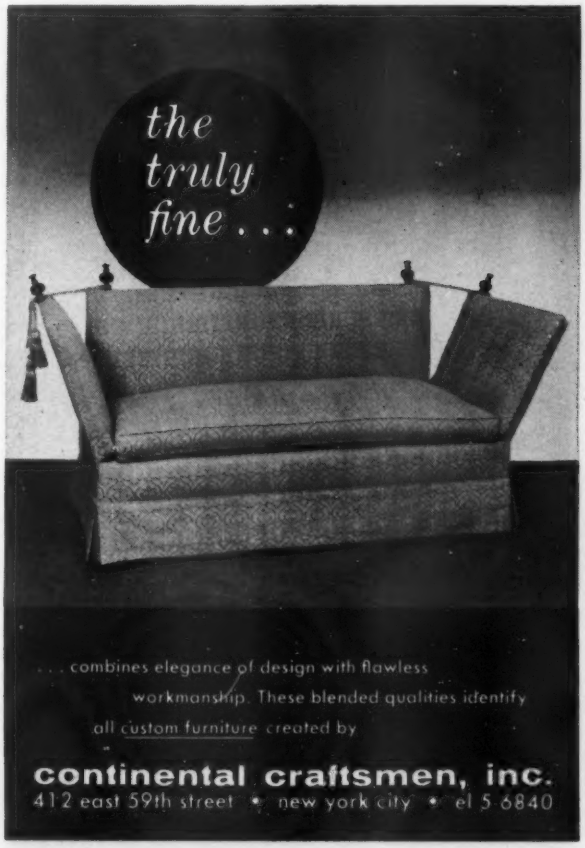
Wheeler's Sight Light

For reading, desk work or using one's eyes for any close visual efforts, the quantity and quality of light is vastly important, and the M. G. Wheeler Company, Inc., Greenwich, Conn. have taken these factors into consideration in the design of their "Sight Light" lamps. Made in three models—the executive swivel arm, shown here,



a floor lamp, and a desk-table model—each contains specially engineered features to provide the maximum amount of light from a 100-watt standard bulb without glare. This is accomplished by three different design elements: a solid aluminum reflector which diffuses the reflected light; a bulb-cup whose etched surface reflects the light yet shields the source of light from the eyes, and a patented light louvre which directs the light rays obliquely. All models are available in a wide selection of colors contrasted with polished brass or satin silver plate, and illustrated brochures are available on request.



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The Trans-East Group, Willett's newest line in solid cherry, is Far Eastern in flavor, creating a subtle charm for those who recognize perfection! Intriguing tambour-effect slatted doors, impressive pulls and ferrules of rich pewter finish on heavy brass in Chinese sea shell design—combine to make Trans-East the most talked-about contemporary dining and bedroom group in years. Blends perfectly with traditional, too! Available in the rich transitional cherry or light Asian finish as well as in Willett's lacquer finishes of Ebony, Charcoal Black, Green, Red, Bone White or Turquoise.

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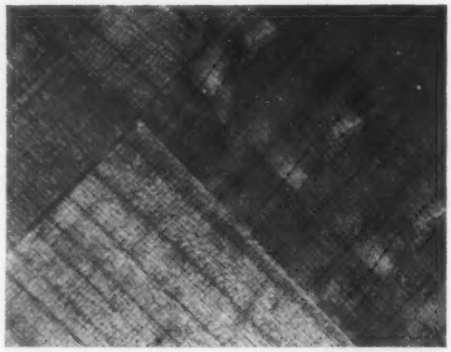
Morgenthaler's Satinwood

The Morgenthaler Company, 1730 West Drive, San Marino, California, has introduced a handsome new wood veneer wall covering called "Satinwood." Extremely



light and flexible—so much so that according to the manufacturer it can be applied to a narrow cylindrical surface without cracking—Satinwood is factory dyed in a striking selection of wood tones including charcoal, black teak, platinum gray, driftwood, blond, honey-beige and walnut. Only test fade resistant dyes are used, and all dyed Satinwood conforms to the U. S. Dept. of Commerce Fade Resistant Standards. Although other grainings are being prepared, the first design available is a plain horizontal grain in bolts, 36″ wide and 12 yards long (three single rolls in one bolt). Samples sent on request.

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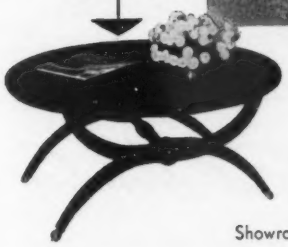

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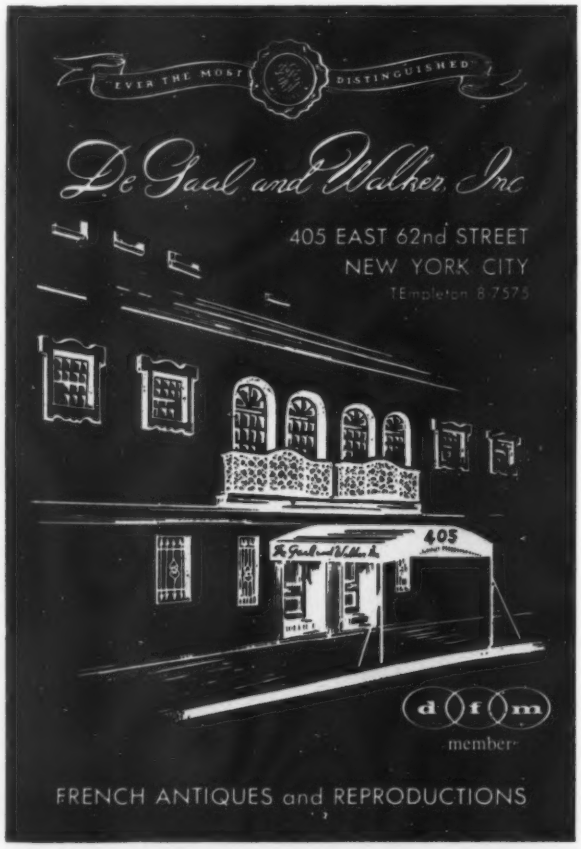
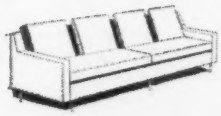


Styles in Flooring

Fashion Floors, 16 East 53rd Street, New York, designers as well as distributors of tile and carpeting, effectively correlate the two mediums, providing tile in a more heavily trafficked area for example and luxurious carpeting where extra warmth is needed. They can be depended on to do a completely original treatment, offering a detailed blueprint, a colored rendering for the client

who "can't" visualize, as well as personal concern for each job. No two designs are alike. Floors are custom designed down to hand-detailed decorative inserts. Illustrated is a contemporary hall treatment, by interior designer Eddie Frederics, with brass stripping laid on a diagonal forming a diamond motif, accented with brass inserts with vinyl inlay for a three-dimensional effect.



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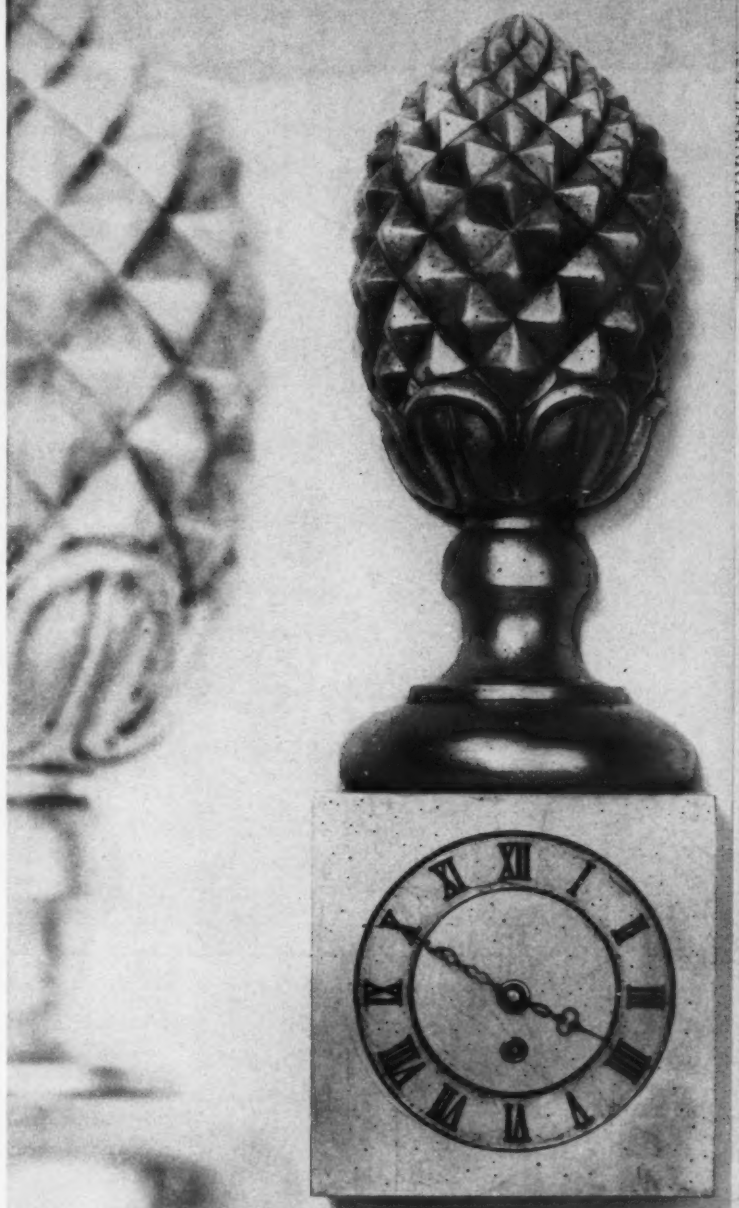

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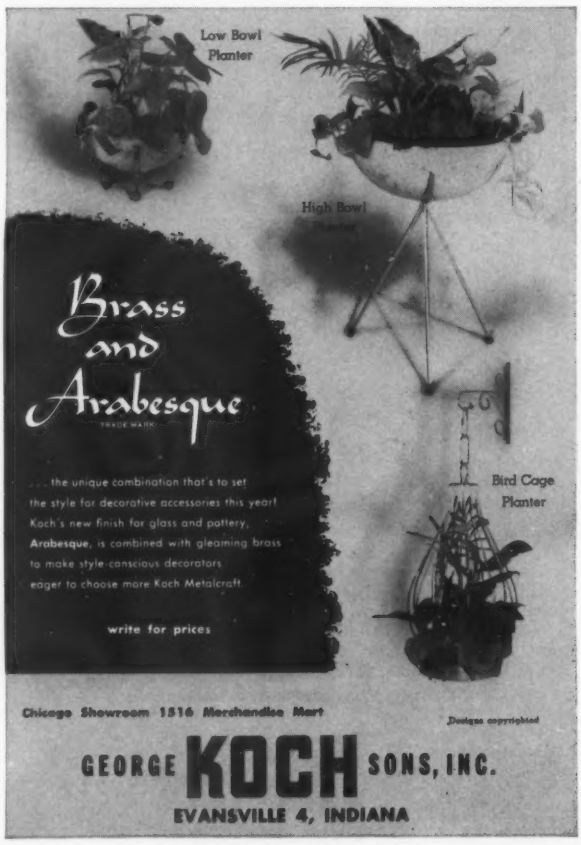
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New Collections at Armand M. Morell

Furniture, lamps and accessories of contemporary design are shown in dramatic settings in the newly-opened showroom of Armand M. Morell, in the Decorators Mart at 425 East 53rd Street, New York. The showroom, designed by John S. Elmo, provides an appropriate background for the beautiful homefurnishings by Mastercraft of Grand Rapids, Whitecraft of Miami, Hagen & Strandgaard of

Denmark, and Molla, Inc.; in addition, unusual accessories by the Seven Moons Studios and an exclusive selection of lamps by Raymor are being presented for the first time. Of the furniture, the *Connoisseur Collection* by Mastercraft features living room, dining room, bedroom

Continued on page 103

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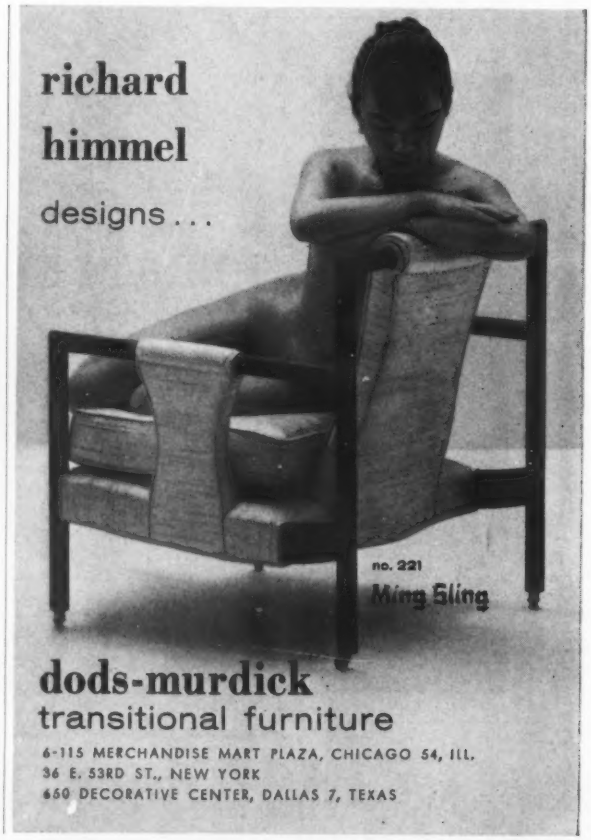

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MARKET, *continued from page 101*

and occasional pieces of South Pacific styling, including a dining table with parquetry top in a diamond pattern, and a breakfront cabinet with cane front interwoven with gold and silver rods; upholstered items include versatile sofas. The *Lombardi Group* by this manufacturer has coordinated living room, bedroom and occasional pieces in driftwood, mocha and walnut finishes. In the Whitecraft line are new, interesting chairs with leather bindings, colored to match the wood, and lizard-like cane backs; lazy-susan rattan coffee tables, and coffee tables with woven-wood tops under glass are handsome additions, also. In the Hagen & Strandgaard line are delightful Danish design chairs with woven-cord backs and an unusual refectory table, making an attractive group of dining and living room furniture. The *Montilla Group* by Molla, Inc., is shown for the first time, and includes wrought iron dining tables, and chairs in a stimulating selection of upholstery fabrics. Shown here are selections from Mastercraft's Connoisseur Collection.

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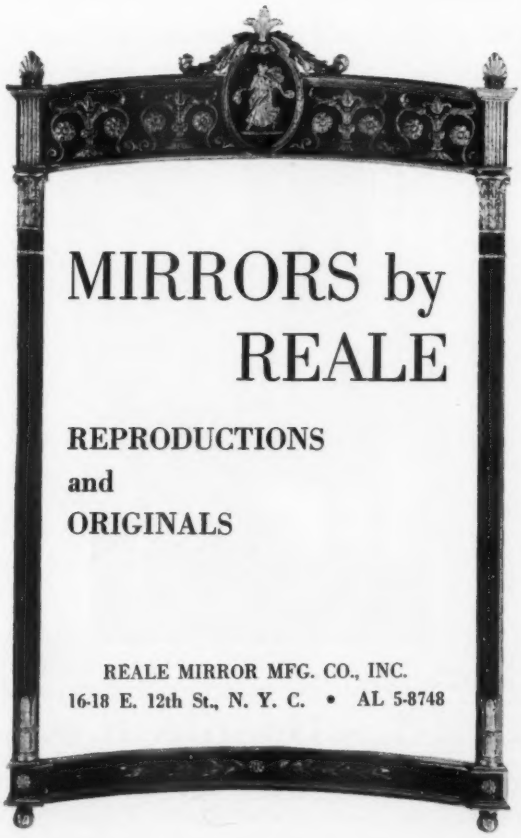
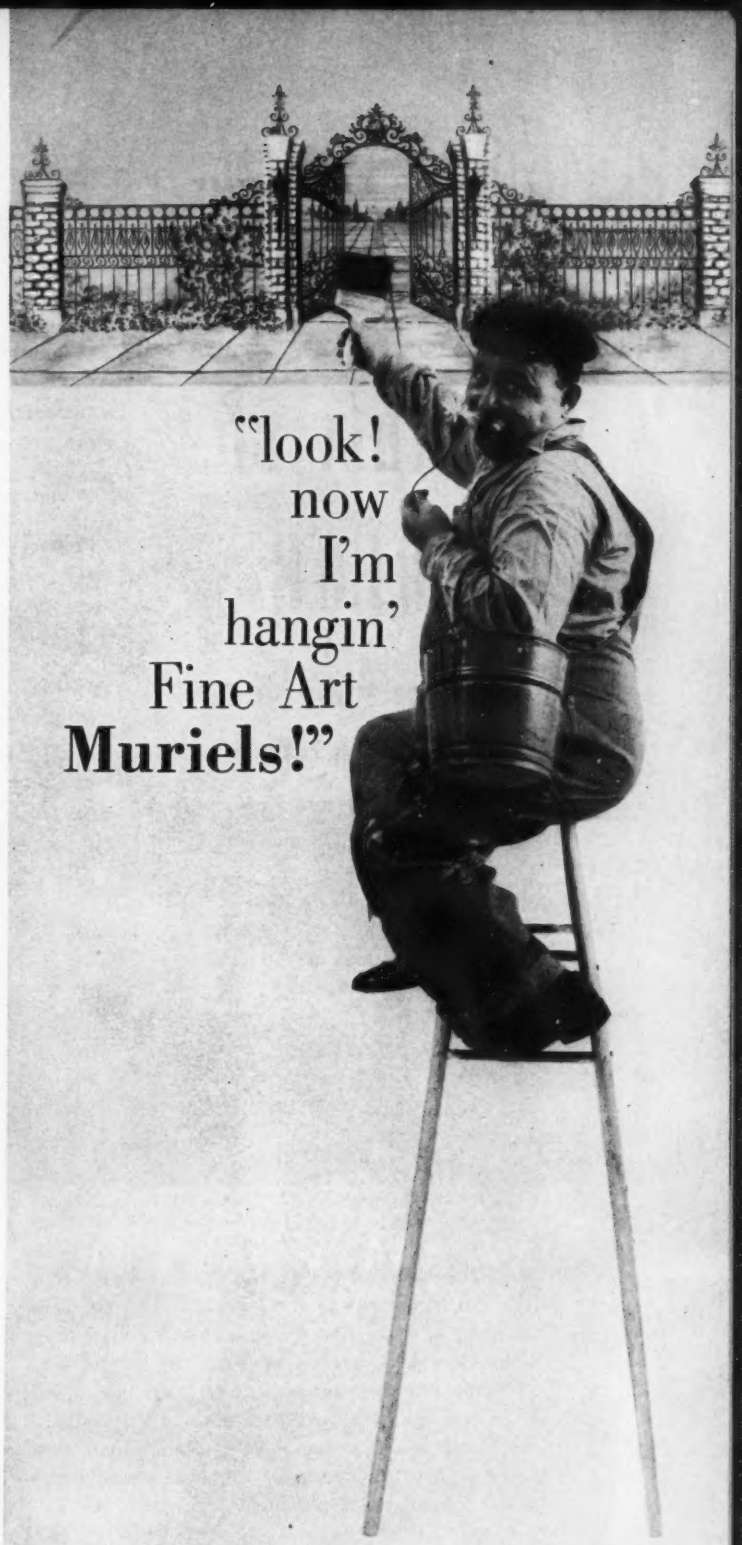
Continued on page 105





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MARKET, *continued from page 103*

just this with a five year guarantee to boot. Themes cover such diverse and timely subjects as *Mobiles* executed in a colorful all-over line drawing; *Summerlace* (illustrated here) just as airy as can be in gold and white on gray, or gold and gray on white. For a children's room you will want to consider *Doodles,* which conveys the imaginings of a precocious youngster, or *Fideles Amis* which is all

about animal life. And if it's textures you are after, the collection has this too, in *Grass Weave,* which simulates the thick fronds of the plant in white and gold, silver and white, or red and gold; or consider *Armored Splatterdash,* a pattern in spatter technique in tones of pink, gold and gray. Contact the Salubra Sales Corporation, 51 East 42nd Street, New York 17, N. Y.

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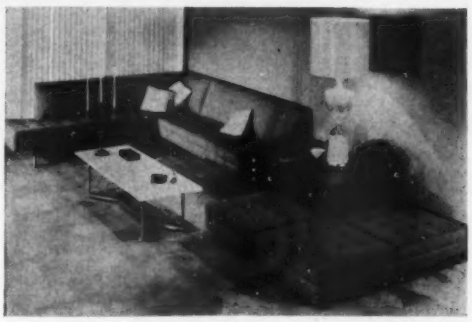
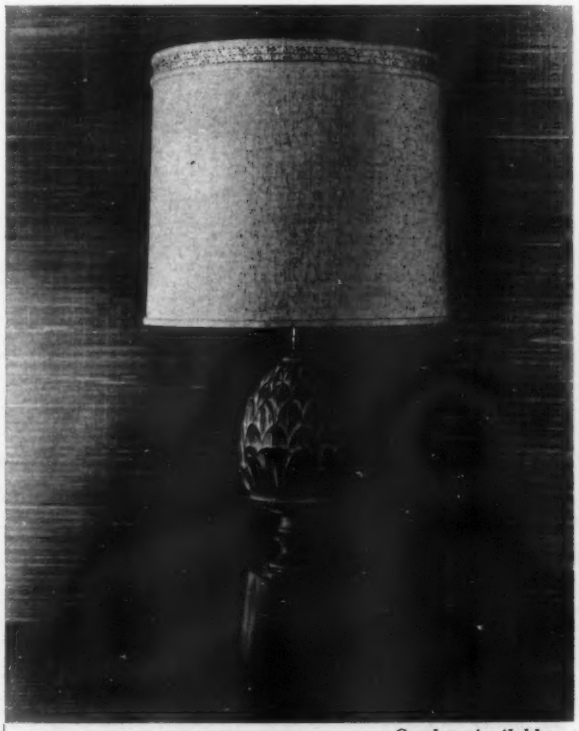


unusual notes in the showroom decoration are the hand-painted murals, including a classic scene, a boxwood plant and an old fashioned bouquet in an urn, created by St. John Simpson, A.I.D. All items in the "Tomorrow's Classics" collection may be purchased through Vanleigh, 323 East 44th Street, in New York.



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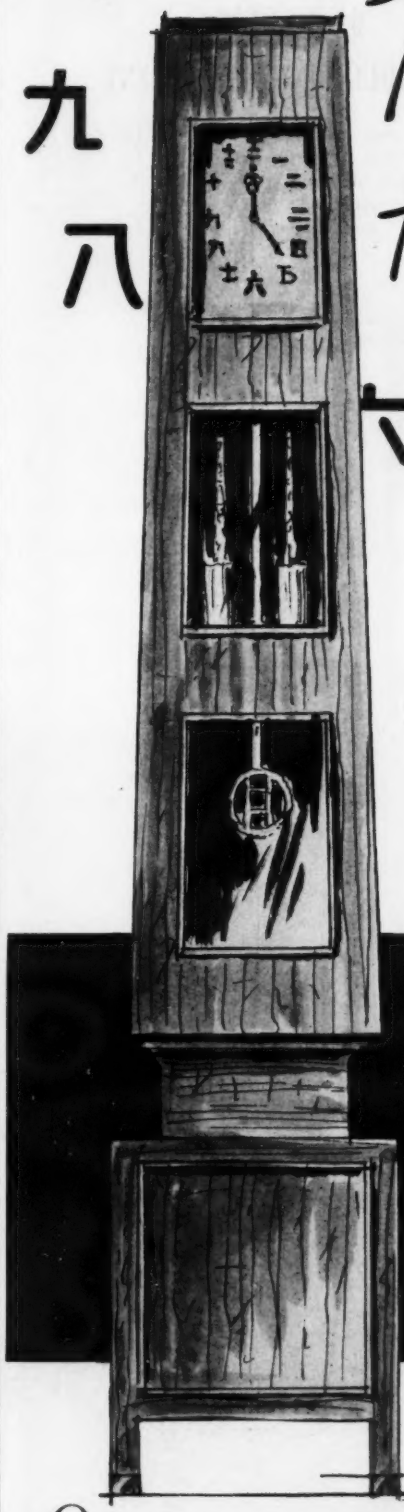

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Petite Commode

An exquisite reproduction in Rosewood and Satinwood, with two drawers, shelf, and one slide.

11½" D. x 15" W. x 29" H.

And, as always, Meredith offers you
A treasure trove of distinctive,
hard-to-find chandeliers, wall sconces,
mirrors, decorative accessories, and
imported English and French furniture
. . . attractively priced to afford you
the highest possible margin of profit.

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Galleries, Inc.
Importers to the Trade
212-216 E. 57TH ST., NEW YORK 22, N. Y.
PLAZA 3-0572
UNDER THE PERSONAL SUPERVISION OF MRS. STANLEY SOLON

New Source for Traditional Furnishings

Drapery and upholstery fabrics, furniture, including upholstered and wood pieces, a collection of attractive wall accessories, and the additional service of custom finishing and refinishing, are available under one roof at the recently opened Associated Interiors, 942 Third Avenue, New York. Actually there are five firms involved, all leaning to the traditional, with upholstered items from Trend, tables by Whitcomb, finishing by Period, and decorative fabrics and embroideries by Robine and Beacon Novelty respectively. The showroom is managed by Howard Semel. Highlighting the fabrics is an extensive line of solid colors, in various blends of natural and synthetic fibers, available for custom printing. Tapestries, tweeds, damasks, bouclés and a group of embroidered linens comprise the upholstery group. Furniture is highly decorative in conception using marquetry and brass as accents in tables, marbleized tops and antiqued mirror in planter units, with upholstered units including French provincial, Directoire and Louis XVI styling, as well as simple contemporary units. Items are well priced with a brochure available upon request.

Stiffel's Lampole Patented

T. A. Stiffel, president of the Stiffel Company, 525 W. Superior Street, Chicago, has announced the issuance of U. S. patents covering the mechanical and design features of the Stiffel Lampole and its variations.

AN OUTSTANDINGLY
CAPABLE WORKROOM
Lorraine Studios

Curtains
Draperies
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Slip Covers
Austrian Curtains
Window Shades
Re-Upholstery

Lorraine Studios
319 East 44th Street
New York 17, N. Y.
Murray Hill 4-5376

There's something about Statton

. . . something as beautiful in *use* as it is on display. Glowing, rich grained cabinet woods, satin finished brass hardware, authentic Early American design make this Cumberland Cherry cabinet a treasured show piece. A heat and alcohol resistant formica-covered serving shelf folds out—and in two shakes of a cocktail—*a bar is born!* Drawers are deep, space engineered, carefully crafted for flawless service. Free brochure on request. Write Dept. ID-57

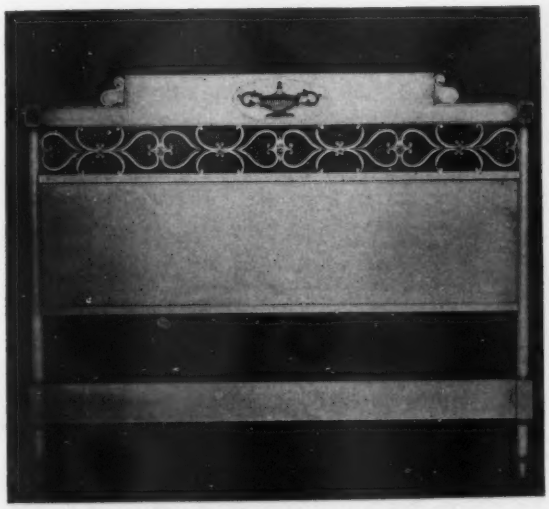
STATTON Fruitage AMERICANA

STATTON FURNITURE MFG. CO., HAGERSTOWN, MARYLAND

SMITH & WATSON

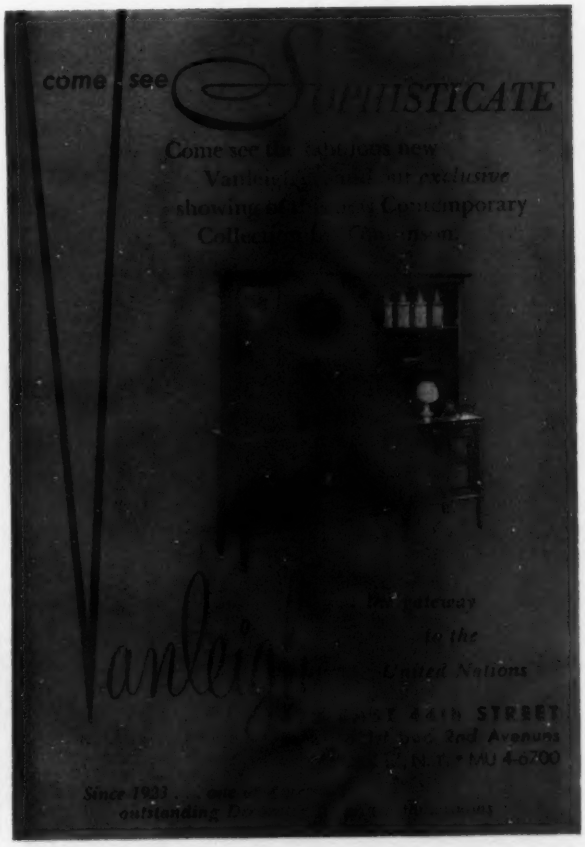
20 East 55th Street, New York 22, N. Y.

PLaza 3-1462



Late Sheraton double headboard in antique white and gold. Available in all sizes and finishes. One of many exclusive designs on view in our showrooms.

BROCHURE ON REQUEST



. . . and of course the table linens are by

Hardy Craft

At the Cocoanut Grove, Hotel Ambassador, Los Angeles . . . the finest quality cotton damask table cloths and napkins in pink and in white. *YOUR* color requirements will be met, too! Write to have a representative call:

JAMES G. HARDY & CO., INC.
11 EAST 26th STREET, NEW YORK, N. Y.
Interiors by: HENRY END, *A. I. D.*
Associate, Tom Lee, *A. I. D.*

HI·FI *in high style*

Designs by Gordon Obrig, F I D I and S Alexander Gelburd — Accessories by Georg Jensen

An exclusive selection of dramatic Modern and graceful Traditional furniture, designed and accoustically engineered for high fidelity and television.

These incomparable custom-crafted units are completely equipped with the electronic components of your choice; Garrard, Bozak, Pilot, Bogen, etc.

For those special problems or needs, our Custom Department is at your service, always reflecting your good judgement and taste.

The one-stop decorator showroom . . . from electronic components to cabinetry

Furniture

SCOTT-MARTIN, INC.

designed and engineered for sight and sound

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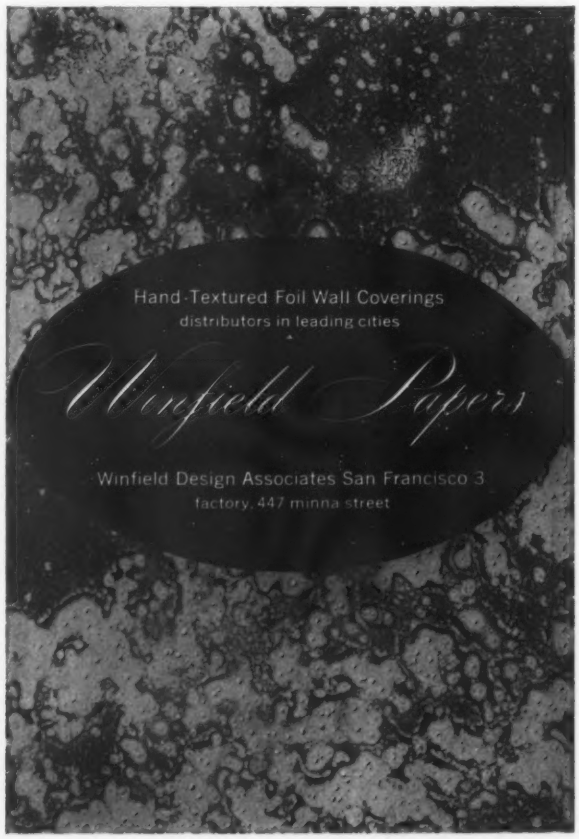


TRADE NOTES

New Harvin Representatives

The Harvin Company, Baltimore, Maryland, has announced the appointment of L. J. McCullough, 225 Fifth Avenue, New York, and Richard Norton, Inc., Merchandise Mart, Chicago, to represent their line of brasscrafts and decorative accessories.

AID Member on FAF Board

L. Raymond Toucher, A.I.D., has been elected vice president of the Fine Arts Federation of New York, the first time in the long history of this organization that an

L. RAYMOND TOUCHER, A.I.D.

interior designer has served as an officer. Other officers elected were Francis Keally, A.I.A., president; Albert S. Bard, treasurer; and Katherine Thayer Hobson, secy.

THE months our experienced staff has spent shopping the World markets, will save you days of shopping your local markets for the dramatic, the unusual, and the original in decorative accessories and the finest antiques. We invite you to see them in our new showroom —*all in one place.*

"in the heart of Chicago's Decorators' Market"

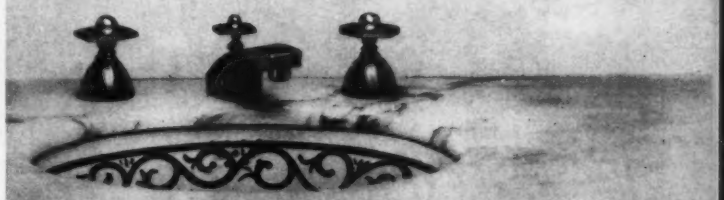
WRITE FOR DETAILS

the Decorators' Showroom

One Block North of the Merchandise Mart
440 North Wells Street, Chicago 10, Illinois

#912 Ribbon and Reed Basin Set.*
Greek Key design basin.
Ribbon and Reed Medicine Cabinet.*

PRESENTING THREE NEW DESIGNS FROM THE **SHERLE·WAGNER** *COLLECTION OF ORIGINAL BATHROOM ACCESSORIES*



#911 Hexagon Basin Set.
Scroll design basin.

#910 Melon Basin Set.
Fleur de Lis design basin.

All basin sets available in matching tub sets.
*Basin Set and Medicine Cabinet patent pending.

SHERLE·WAGNER

West Coast Representatives: KNEEDLER-FAUCHERE
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ROOM DIVIDERS
HEAD BOARDS
NIGHT TABLES
COCKTAIL TABLES
CUSTOM WORK

Write for brochure and new price list

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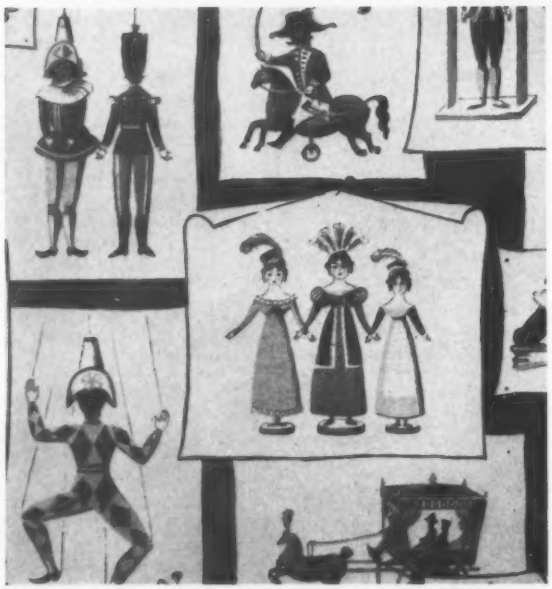
New York—Sligh
305 East 63rd
Chicago—Charles L. Orr
325 North Wells
Dallas—J. J. Tallal
1544 Slocum
Boston—B. S. Stern
661 Beacon

GALLIGAN-OWEN
CORPORATION
OLD STONE MILL, ADAMS, MASS.



NEW YORK SHOWROOM
515 MADISON AVENUE
ELDORADO 5-1518

lazy back

Pillows are so important!

Every decor needs accents. Try using superlative Lazyback decorative pillows and floor cushions. The new collection includes brilliant Indian and Siamese silks, new shapes and new sizes . . . all available for immediate delivery from our showrooms. Nettle Creek Industries, Richmond, Indiana. SHOWROOMS: 261 Fifth Avenue, New York City; 1359 Merchandise Mart, Chicago; 109 South Robertson, Los Angeles; 1544 Slocum, Dallas; 761 Bellevue Ave. N., Seattle.

Maria Kipp Representative

Maria Kipp's handweaves are now available to the trade through Brian Barlow's Designing Californians, 633 No. La Cienega Blvd., Los Angeles, California, as well as through her factory showroom at 3425 West First Street.

New York Gift Show

August 25th through the 30th are the dates scheduled for the 53rd semiannual New York Gift Show to be held at the Hotel New Yorker and N. Y. Trade Show Building.

New Kaplan Furniture Display

The Kaplan Furniture Company of Cambridge, Mass. have announced the opening of a new permanent display of its Beacon Hill Collection and Beacon Hill Shop pieces at the Arthur L. Shera showroom on the second floor of the Waters Building in Grand Rapids.

New Azrock Distributors

J. O. Heppes, vice president and general manager of Azrock Floor Products Division, Uvalde Rock Asphalt Company, has announced the following wholesale distributors for Azrock Floor Products: Central Tile and Marble Distributors, Inc., 4412 North Western, Oklahoma City, and 6707 East 11th, Tulsa; Bond-Sanders Paper Company, 1218 Carter Street, Chattanooga; and San Diego Flooring Company, Inc., 110 South 31st Street, San Diego.

Shutters Unlimited, inc.
INTERIOR MOVABLE LOUVRE SHUTTERS
MANUFACTURED IN NEW YORK CITY
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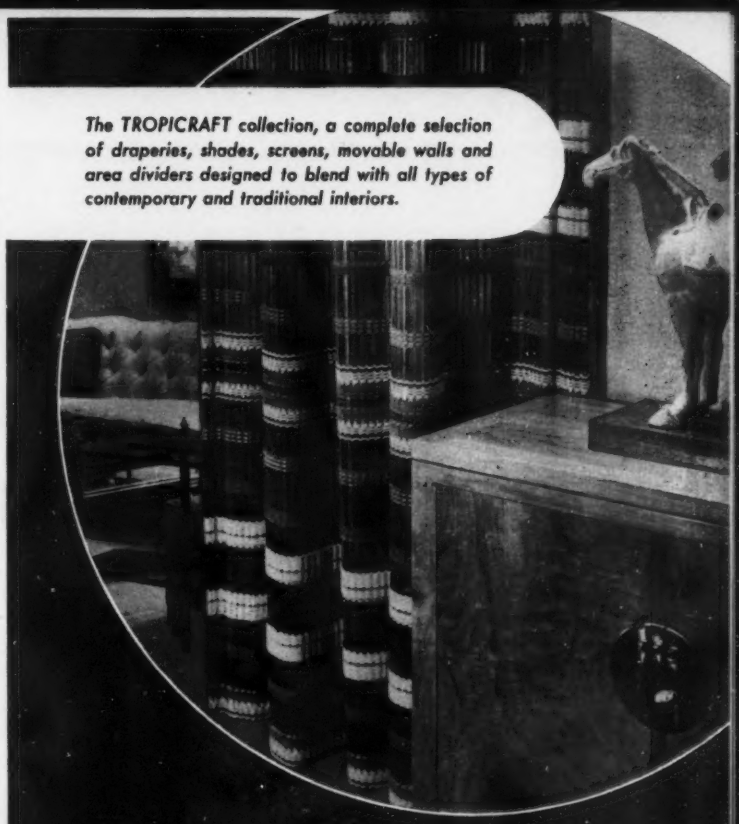
FINISHING • REFINISHING
on PERIOD • MODERN • CONTEMPORARY
FURNITURE
Especially for
INTERIOR DECORATORS
ARTCRAFT CUSTOM FINISHING
69-38 Garfield Avenue, Woodside, N. Y. IL 7-4554


The TROPICRAFT collection, a complete selection of draperies, shades, screens, movable walls and area dividers designed to blend with all types of contemporary and traditional interiors.

Nature Gives...
MAN MOLDS

Woven Wood
by the originator
TROPICRAFT

The Storehouse of Nature yields the raw material...

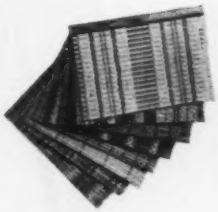
Designed and created by Tropicraft's own artists...

Manufactured by master craftsmen in the manufacturing division of Tropicraft...

The natural choice of Architects and Interior Designers
Residential • Commercial • Industrial

Sales Representatives:

New York—Isabel Scott Fabrics Corporation • PI 3-7418
Washington, D.C.—Jack Hurwitz • Ad 4-5592
Chicago—Denst & Soderlund • De 7-6420
Boston, Mass.—George Ghiloni • Ri 2-1800
Dallas—W. Glenn Hennings & Associates • Pr 1105
Cincinnati—Dick Penny • Di 1-6562
Grand Rapids—Arthur L. Shera • GI 4-9707
Phoenix—Robert Crigler • Al 4-7183
Los Angeles—James Stewart • Br 2-6804



Woven Wood Swatch Book, Architect's Kit and Price Catalog are available, write to: Tropicraft, 568 Howard Street, San Francisco 5, California.

The only complete line in the U.S. from the mass loomed budget priced to the custom hand woven.

TROPICRAFT of San Francisco, 568 Howard St.

Woodson Wallpapers

Imagination!

26 East 55 Street • New York • PLaza 3-0479

Personalities

E. K. Beauchamp has been appointed to the newly created executive post of Vice President in charge of sales for Rugcrofters, Inc., and Carpet Fashions, Inc., a division of Rugcrofters, according to Richard C. Kline, President.

* * *

Miller-Davis, 219-221 South 4th Street, Minneapolis, have announced the appointment of Mrs. Betty Poole to the staff of their Office Furniture Department.

* * *

Cornelius Sandifort, artist and designer, has joined the staff of The Harvin Company, Baltimore, Maryland, as chief of design in its decorative accessories division. A free-lance designer for many years, Mr. Sandifort was most recently associated with Royal Holland Pewter, and has executed commissions for Juliana, Queen of the Netherlands, government dignitaries, and for church and public buildings in his native Holland.

* * *

The Cotan Division of the Interchemical Corporation, Newark, N. J., has announced the appointment of Emanuel Raices as product manager for vinyl wall coverings.

* * *

Harold J. Wiese is the new head of the San Francisco showrooms of Knoll Associates at 732 Montgomery Street. The recently opened San Francisco office serves the West Coast states.

Classic

The ultimate in furniture for every important room in the home. Flawlessly executed by Albano, exclusively designed by Leonard Haber, distinguished New York designer. Classic features exotic woods, combinations of woods, and accents of 24kt. gold plated ormolu.

ALBANO 309 E. 46th St. New York

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- Bars
- TV-HiFi Walls
- Bookcases
- Dressing Rooms
- Closet Units
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EXQUISITE HAND-CRAFTED UPHOLSTERY

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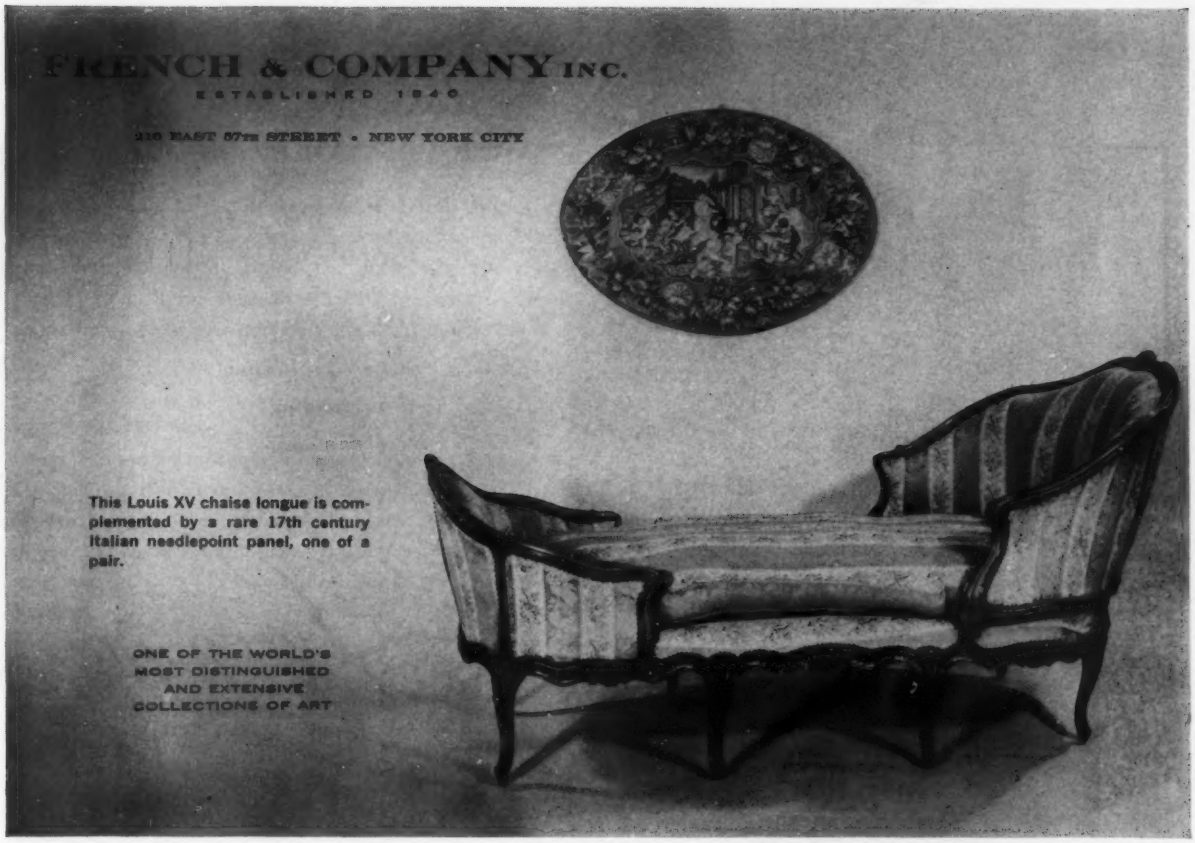

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RALPH A. MIELE, Inc.
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grasscloth ✳ hempcloth

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silk wallpaper ✳ flax-weave

new colors
✳ new book 3.00
new textures

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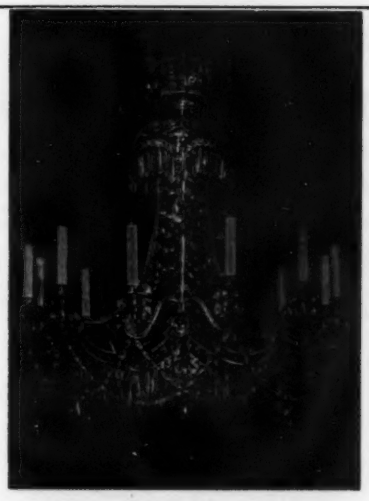
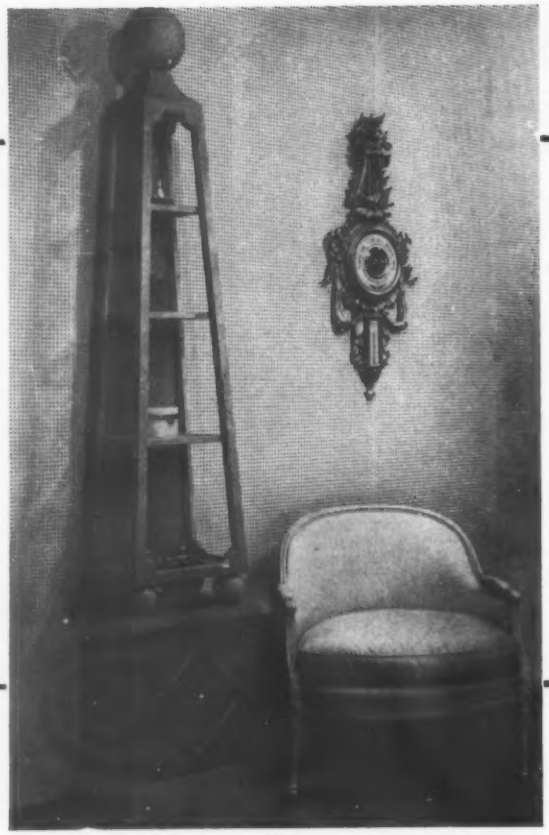
802 MONTGOMERY AT JACKSON SQUARE • SAN FRANCISCO 11



Chandeliers and sconces,
antiques and reproductions
in crystal, rock crystal and bronze.
Also porcelain and crystal
table lamps, floor lamps and accessories.

Contract Lighting for over 30 years

CHARLES J. WINSTON & CO., Inc.
importers and makers
515 Madison Avenue, New York 22, N. Y.
PL 3-3612



ANTIQUES AND REPRODUCTIONS

Typical of the fine pieces from the di Lucca collection of outstanding reproductions.

di Lucca, inc.

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By
SAYBOLT & CLELAND INC.

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326 NORTH 17TH ST., PHILADELPHIA

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CUSTOM DESIGNS FOR EXECUTIVE OFFICES, BANKS & SPECIAL NEEDS

domain

GRANICK—Upholstered Furniture
MELDAN—French Provincial Furniture
OPUS—Contemporary Dining and Bedroom Furniture

domain-MELDAN 2nd AVENUE at 64th ST., N. Y. 21, N. Y.

New Denst & Soderlund Distributor

Wallpapers, Inc., has been appointed exclusive distributor for Denst and Soderlund's "Translation One" collection in Northern California, Oregon and Washington.

American Chair in San Francisco

A display room in the Western Merchandise Mart, 1355 Market Street, San Francisco, has been opened by American Chair Company. Donald F. Steele, who has represented the firm for several years, is in charge. Other showrooms are located in New York, Chicago, Boston and Miami.

New Grant Factory

Grant Pulley & Hardware Corporation have announced the opening of their new plant in West Nyack, New York, covering eight acres of a twenty-eight acres site, thus permitting room for any necessary expansion. The firm's west coast office and plant will remain at its Los Angeles location.

Kaplan Representative

Kaplan Furniture Company of Cambridge, Mass., manufacturers of the Beacon Hill Collection, have announced the appointment of William A. Taylor, 4302 Bluff View Blvd., Dallas, as their representative in Texas, Oklahoma, Louisiana, Arkansas, Tennessee and Mississippi.

Fine Fabrics for Interiors

Stephen Fridek Fabrics, Inc.

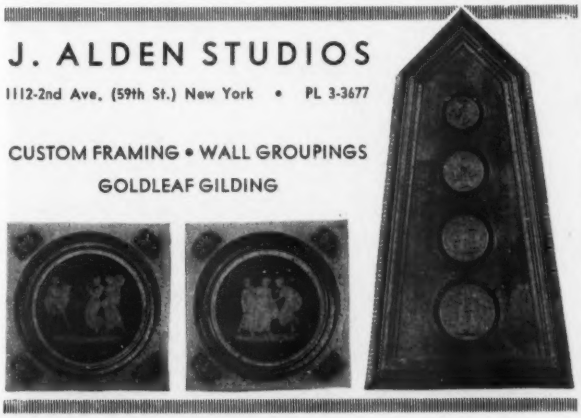
28 E. 55th ST., N. Y. 22
PL 8-0365
PL 3-3140

Shown by:
L. S. Walsworth Co., 325 N. Wells St., Chicago

J. ALDEN STUDIOS

1112-2nd Ave. (59th St.) New York • PL 3-3677

CUSTOM FRAMING • WALL GROUPINGS
GOLDLEAF GILDING



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Fiaence Blackamoor in the 18th Century manner and in the colors of the period. 36" high.

Available in pairs

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NEW YORK: 225 Fifth Avenue
Chicago 54: 1555 Merchandise Mart
San Francisco: 472 Jackson Street
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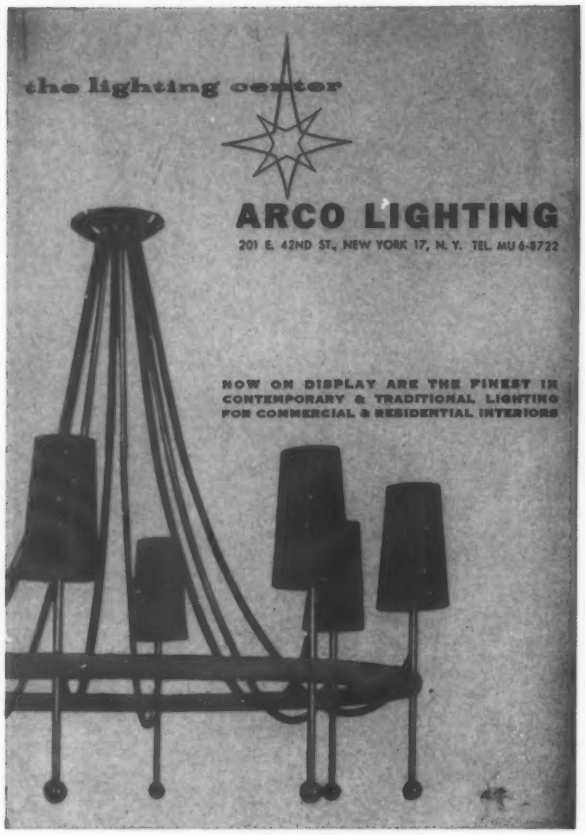


New Charak Collection

Walter Charak, president of Charak Furniture Company, has announced the appointment of Donald Deskey Associates, industrial design consultants, to design a new line of contemporary furniture. The initial collection to be presented in mid-1958 will be a comprehensive group for residential and contract use.

Changes of Address

Edward Axel Roffman Associates, Inc., have moved their Philadelphia showroom to new and larger quarters at 2031 Chestnut Street.

* * *

Arthur Kaye Company, manufacturer of early American reproductions, has moved to 893 Third Avenue, New York.

* * *

The Phoenix Carpet Company have moved their decorator showroom to 40 East 30th Street, New York.

Huffman & Boyle Discontinue New York Showroom

As of June 1st, the New York branch of Huffman and Boyle Company has been discontinued. The firm will devote their attention to their Hackensack, N. J. retail and contract business. A new company has taken over their New York showroom for contract and decorative supply purposes under the name of Dippel, Vogler & Sharkey.

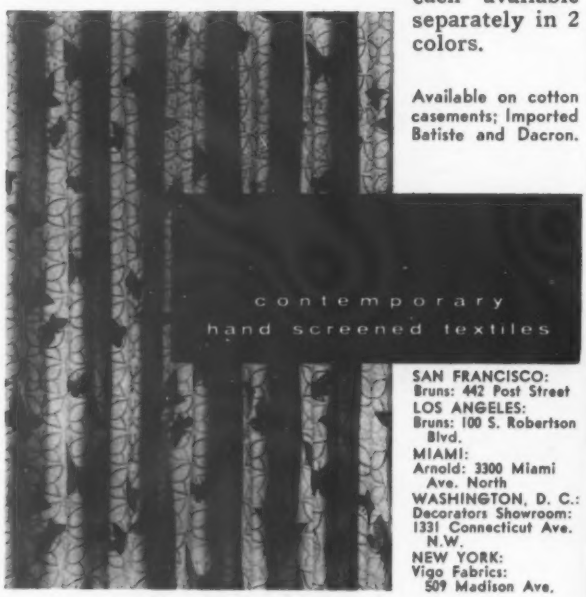
PRETTY BUTTERFLY

designed by Bill Stark

4 colors 12" repeat

Solid Butterfly Pattern and Linear Butterfly Pattern each available separately in 2 colors.

Available on cotton casements; Imported Batiste and Dacron.



SAN FRANCISCO: Bruns: 442 Post Street
LOS ANGELES: Bruns: 100 S. Robertson Blvd.
MIAMI: Arnold: 3300 Miami Ave. North
WASHINGTON, D. C.: Decorators Showroom: 1331 Connecticut Ave. N.W.
NEW YORK: Vigo Fabrics: 509 Madison Ave.

National Distributor

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Created at our Workbench
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to the decorator ltd
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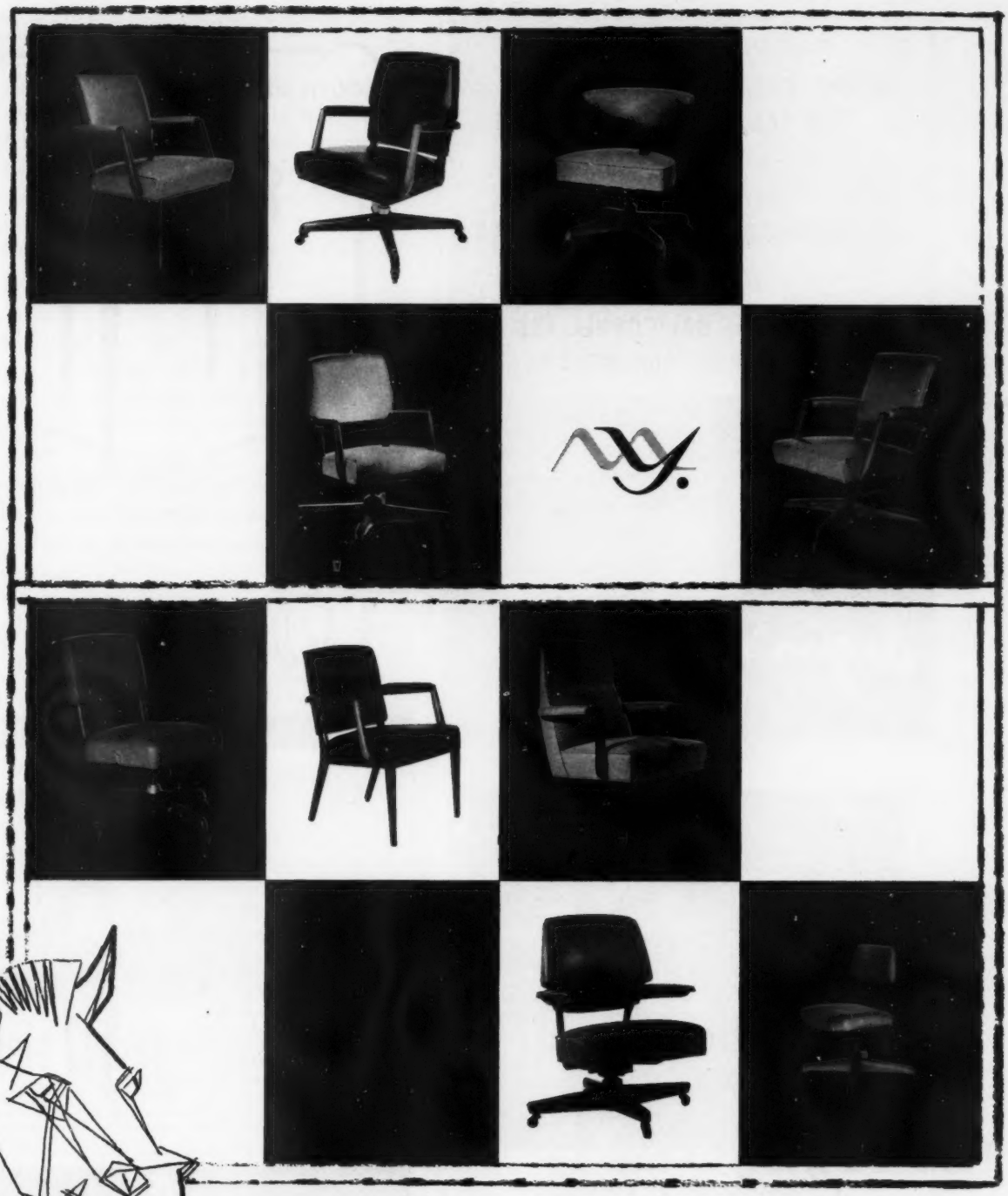
TEMPLETON 2-8129



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It's a smart move to style and elegance with furniture from MONTEVERDI-YOUNG. Each chair in the Signature Line is equal to every other in style, craftmanship, and comfort.

MONTEVERDI-YOUNG

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HENRY END, A.I.D., I.D.I., MIAMI, FLA.
TOM LEE, A.I.D., I.D.I., NEW YORK, N. Y.

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COCOANUT GROVE
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NEW YORK 36, N.Y.
JUdson 2-1800

A comprehensive collection . . .

. . . of contemporary and traditional furniture. Outstanding designs for living room, dining room and bedroom executed with a rare perfection of craftsmanship.

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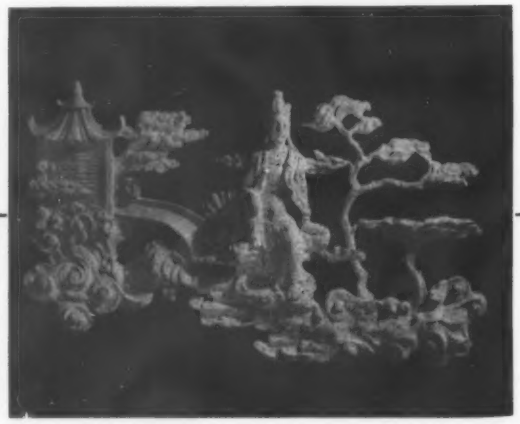

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Chinese Wall Decor #949 48" by 28"

Write for brochure illustrating
Consoles, Mirrors, Chandeliers, Lamps
and Decorative Accessories

Available in antique gold, Pompeian black
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In Miami, Florida — Brantley-Odin

Leopold Colombo & Bro. Inc.
Importers and Makers of Fine Furniture
327-329 East Thirty-Fourth Street
New York 16, N. Y.

Catalog on request

Hargri Representative

Hargri, Inc. has announced the appointment of Miss Norma Simpson as mid-West representative. Hargri, Inc., whose six-story building is at 212-214 West Kinzie Street, Chicago, is manufacturer's representative for Meldan Furniture, John Dunn Mfg. Co., Lincoln Lounge Furniture Co., Chea Lamps, Ltd., Lee Bernay Associates, Lucia Arkin, Norman Designs, Sungott Art Studios, The Westman Shops, Jack Borlin Studios, and Wallpapers, Inc.

DeLynn in Boston

DeLynn Associates, Inc., 122 East 42nd Street, New York, have announced the opening of a sales office in Boston at 729 Boylston Street, under the direction of Ben Shluger. Samples of the firm's new Executive Office Series will be on display.

Circulating Exhibitions

For a nominal rental fee the Smithsonian Institution has available to clubs, A.I.D. Chapters and other organizations, two series of exhibitions, *Architecture* and *Design and Crafts*, with nine exhibitions in each series from which to choose. Full exhibition material, including photographs, plans, models and examples of crafts, is included in each. For further information write to Mrs. John A. Pope, Traveling Exhibition Service, Smithsonian Institution, Washington 25, D. C.

Winfield House

custom upholstered furniture

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THE PERFECT CLIMATE

You'll find the climate perfect for choosing **just** the right floor covering in our newly

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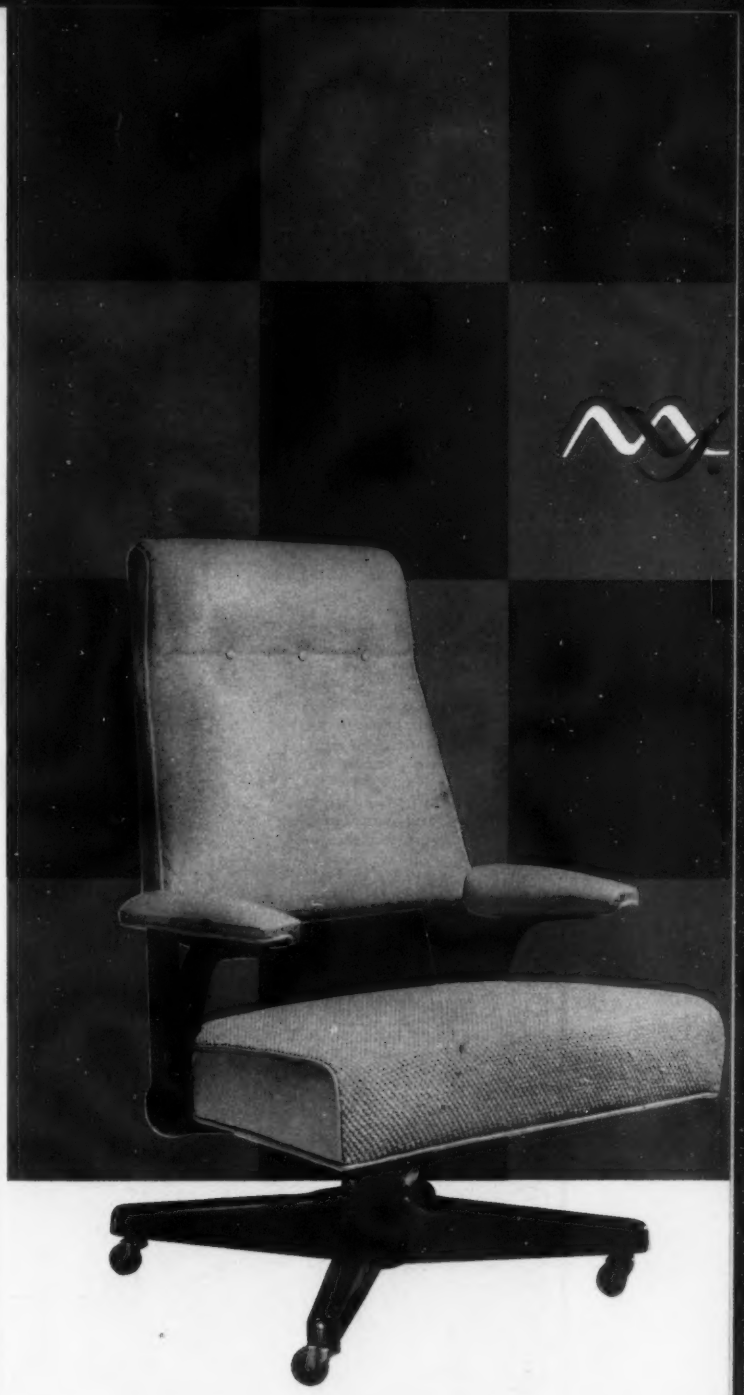
Distributors To The Trade Of Closet Accessories by RODA

MANUEL FELDMAN CO., INC.

18 E. 53rd St., N. Y. C. • PL 3-7640



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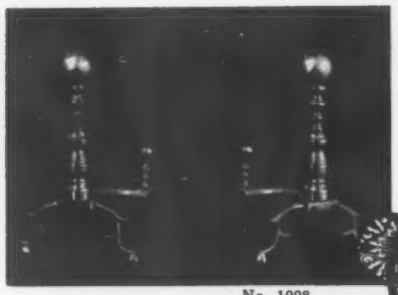

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DeLynn Representative

DeLynn Associates, 122 East 42nd Street, New York, have announced the appointment of Julio E. Ramos, P. O. Box 216, Hato Rey, Puerto Rico, as sales representative of their Executive Office Series in Puerto Rico.

New Cabin Crafts Warehouse

Cabin Crafts, Inc. have taken possession of a new warehouse at 50-25 34th Street in Long Island City, New York, especially designed for the carpet firm. The increased space and new equipment will save Cabin Crafts personnel considerable time in processing orders.

Elections by Carolinas Chapter

At a recent meeting of the Carolinas Chapter, American Institute of Decorators, held in Charleston, the following officers were elected for 1957-58: President, Dora Gray; Vice President, Reginald Styers; Secretary, Doris Upshur; Treasurer, Agnes MacAulay; Advisory Council, Reginald Styers; National Board of Governors, Harold Shuttles.

New Showroom for Accessories

John Phillips, former representative for several decorative houses, has opened his own business and will feature a select group of accessories imported from Mexico. The address: 2235 Nichols Canyon Road, Hollywood, Calif.

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Manufacturers' Literature

Van Keppel-Green, 116 S. Lasky Drive, Beverly Hills, California, have issued an illustrated brochure of their "600 Series" of seating units with steel frames contrasted with a variety of wood and other materials.

* * *

Luminous Ceilings, Inc., 2500 W. North Avenue, Chicago, is offering an illustrated brochure showing the use of their "Acusti-luminus" ceilings in the home.

* * *

A "Portfolio of Decorative Lighting Fixtures" is the title of Lightolier's attractive new 32-page booklet featuring the newest fixture collections designed by Carl Moser, Maurizio Tempestini and Gerald Thurston. Scaled black and white drawings on each page precisely indicate the exact dimensions of each fixture.

* * *

A new brochure and price list of bathroom accessories is available from Marion Wieder, 120 East 57th Street, New York.

* * *

Catalog No. 40 has been issued by John B. Salterini Co., Inc., manufacturers of "Neva-Rust" wrought iron furniture. Included are photographs of the recently introduced El Prado and Fontainebleau groups, and a chart of the twelve standard Salterini finishes with samples of the coordinated collection of upholstery fabrics.

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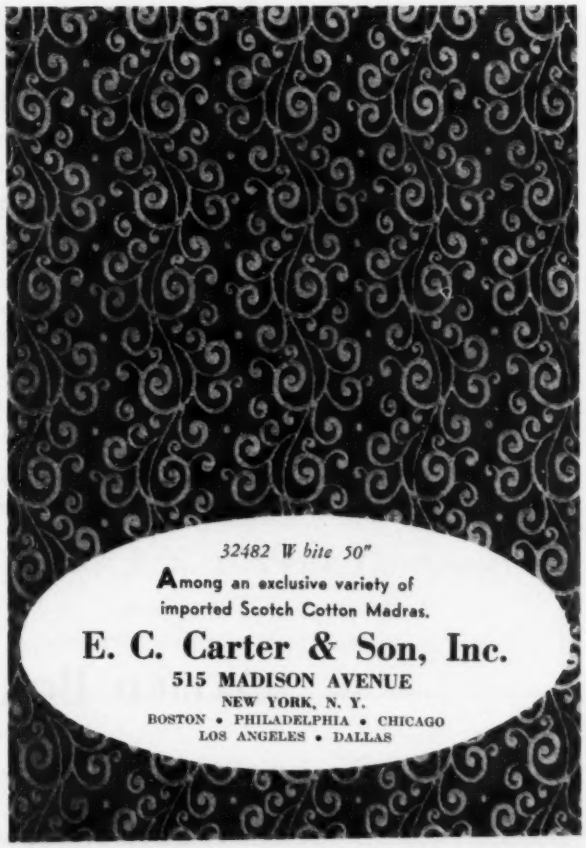

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President

ALLIED BOARD OF TRADE

INCORPORATED

350 MADISON AVENUE, NEW YORK 17, N. Y. Murray Hill 2-4372

Personalities

Carl S. Leopold, Chairman of the Board, has announced the retirement of Sterling Lord from The Leopold Company, Burlington, Iowa. Mr. Lord, who served with the firm for 39 years, was a pioneer in the development of the Wood Office Furniture Institute and served as its director since the organization was founded.

* * *

Samuel Bomse was recently appointed Assistant General Sales Manager of Kentile, Inc., according to an announcement from Charles A. Neumann, Vice President of the company.

* * *

Peter Pepper Products, Palos Verdes Estates, California, manufacturer of contemporary accessories, has announced the appointment of William A. Lasater to the newly created post of vice president of the research and development department.

* * *

E. Milton Farley, Jr., has been elected President and General Manager of Biggs Antique Company according to an announcement by the company's Board of Directors. In taking over the presidency of Biggs, Mr. Farley fills the position formerly held by Lloyd U. Noland, Jr., who has been made Chairman of the Board. Mr. Farley has been identified with the Biggs Company since the firm opened in 1932.

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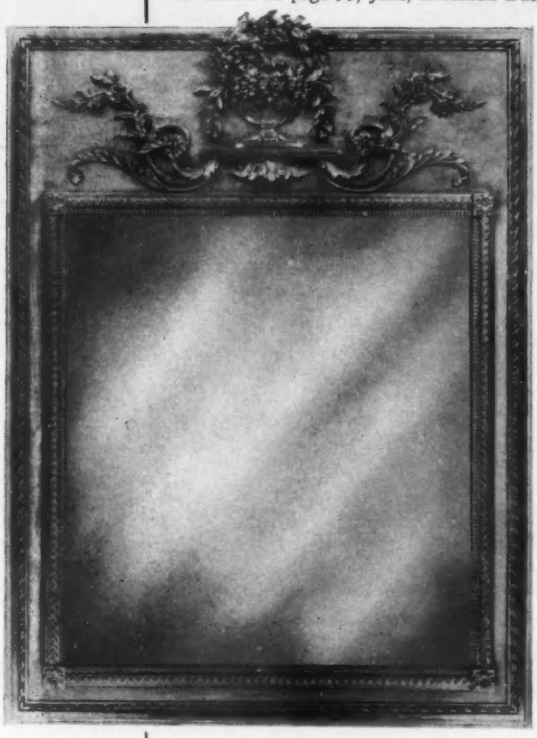
As shown on page 93, June, INTERIOR DESIGN



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Sprague & Carleton in New York

The New York Furniture Exhibit Corporation, 451 Fourth Avenue, New York, has been appointed exclusive sales showroom for decorators in the metropolitan area of the rock maple furniture by Sprague & Carleton, Inc., Keene, N. H.

Ciullo Brothers—Timpa and Company

Ciullo Brothers who recently moved into their new building at 1747 First Avenue, New York, have leased space to Timpa and Company and both firms will work closely together sharing the services of one designer. Decorators can thus coordinate furnishings at one stop from case pieces and paneled walls executed by Ciullo Brothers to upholstered furniture and draperies handled by Timpa and Company.

Errata

In our report on Scharff Trading Corporation, page 130 of the June issue, the incorrect address was given. It is 414 East 75th Street, New York.

* * *

The coffee table shown in the photograph on page 93 of the June issue should have been credited to John Scalia, Inc. who also supplied the game table shown in the photograph at the top of page 95 and incorrectly credited to another firm.

W

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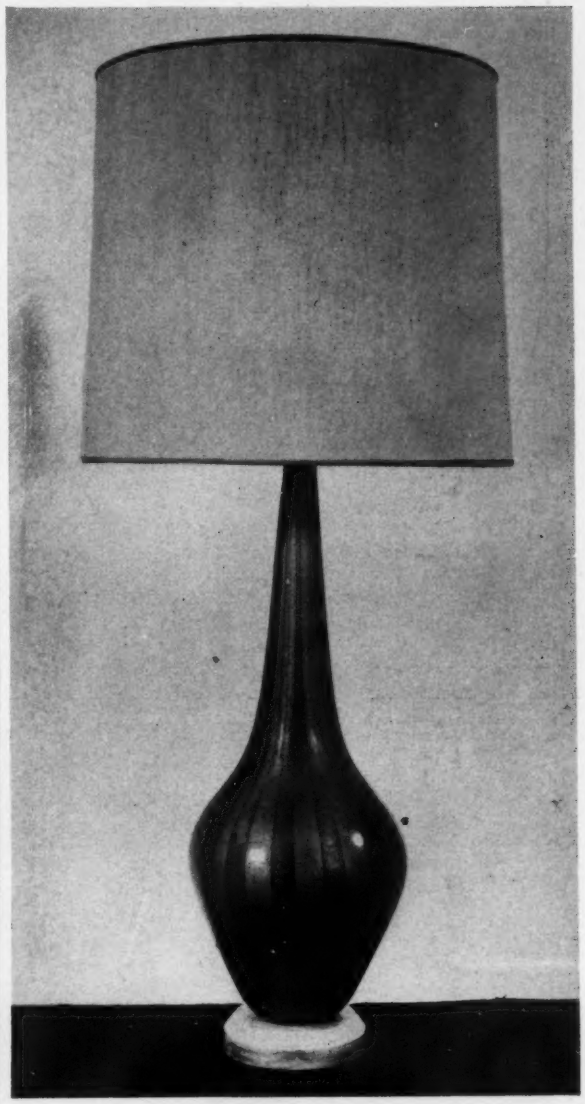

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31 WEST 13TH STREET

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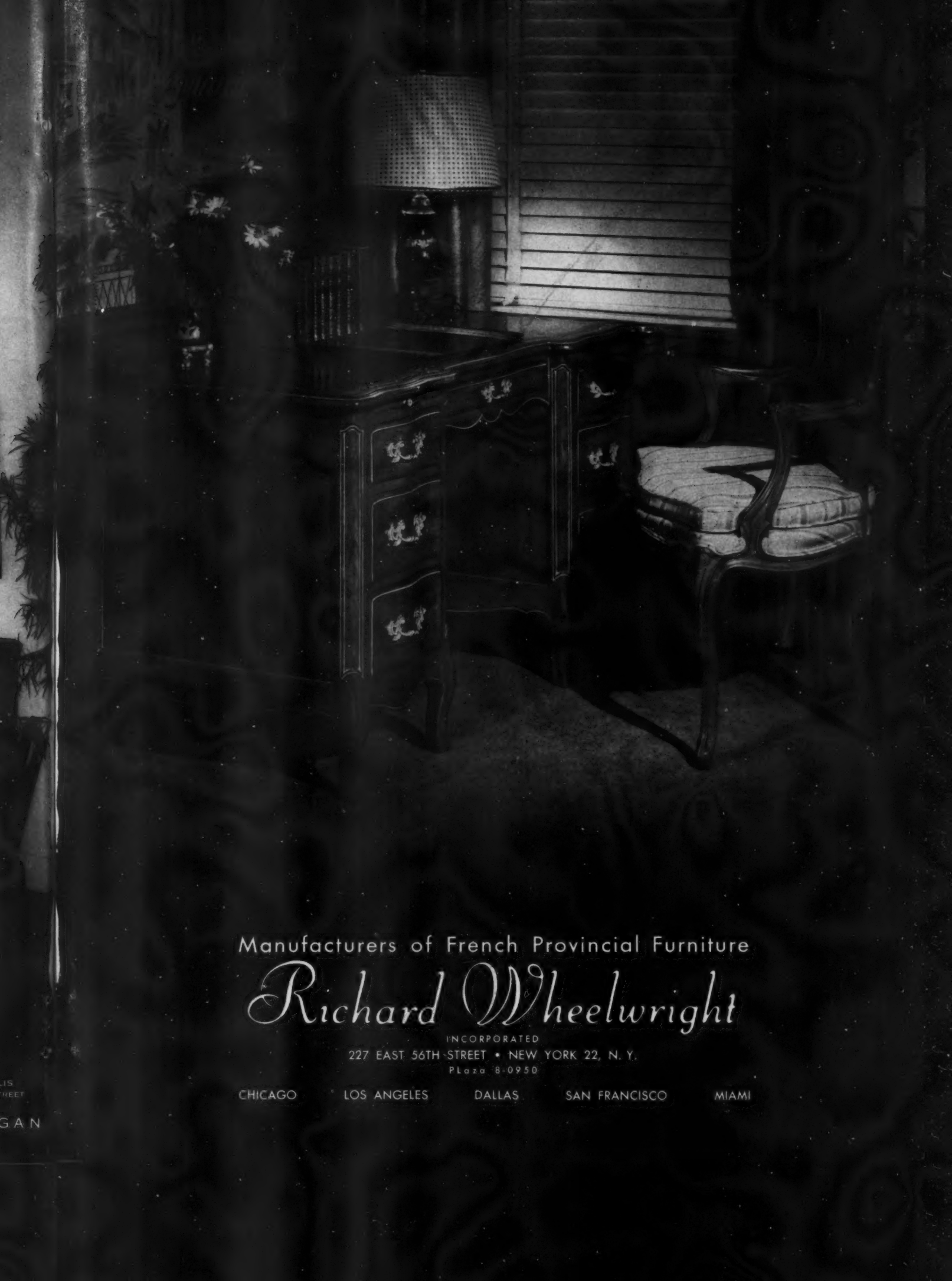
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